

William Benton
LATE A SENATOR FROM CONNECTICUT

MEMORIAL ADDRESSES
AND TRIBUTES

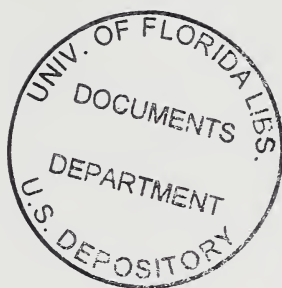
IN THE CONGRESS OF
THE UNITED STATES

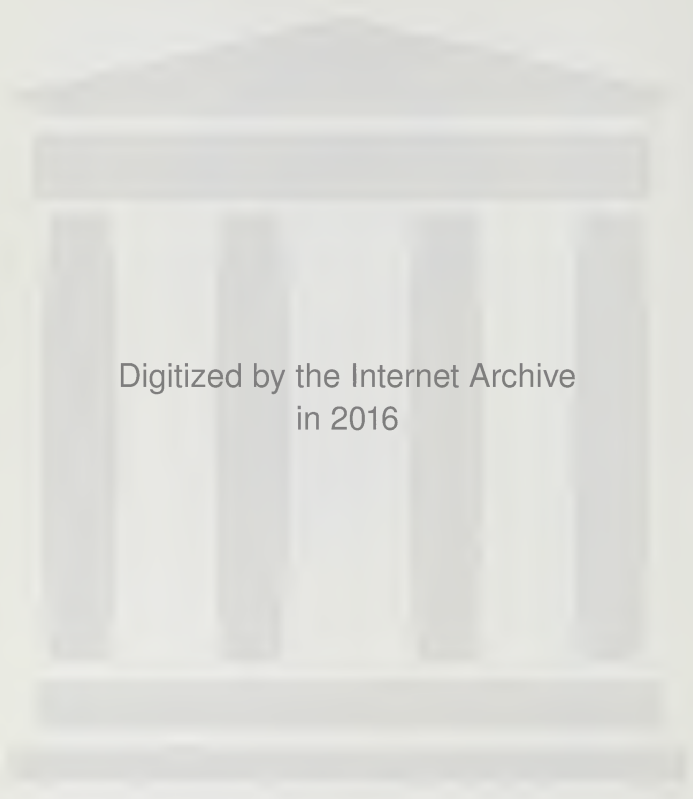


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Memorial Addresses
AND
Other Tributes
IN THE
Congress of the United States
ON THE
LIFE AND CONTRIBUTIONS OF
William Benton

Ninety-third Congress
First Session



U.S. GOVERNMENT PRINTING OFFICE
WASHINGTON : 1973



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of the
Joint Committee on Printing*

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Biography

WILLIAM BENTON was a Senator from Connecticut; born in Minneapolis, Hennepin County, Minn., April 1, 1900; attended Shattuck Military Academy, Faribault, Minn., and Carleton College, Northfield, Minn., in 1917 and 1918; was graduated from Yale University, New Haven, Conn., in 1921; worked for advertising agencies in New York and Chicago until 1929 and then cofounded the firm of Benton & Bowles, New York advertising agency; serving as president until 1935 and chairman of the board until 1936; in 1932 established residence in Norwalk, Conn.; part-time vice president of the University of Chicago 1937-45; Assistant Secretary of State, Washington, D.C., August 31, 1945, to September 30, 1947; member of United States delegation Inter-American Conference on War and Peace, Mexico City, in 1945; United States delegate to Constitutional Convention, United Nations Educational, Scientific and Cultural Organization, London, 1945; chairman of United States delegation to first general conference of UNESCO, at Paris in 1945; the second general conference at Mexico City in 1945; and the United States delegation to United Nations Conference on Freedom of Information, Geneva, Switzerland, in 1948; member advisory committee to Coordinator of Inter-American Affairs 1939-45; vice chairman, United States Commission, Inter-American Development Commission 1942-45; founding vice chairman, Committee for Economic Development 1942-45, and trustee 1947-63; chairman of board and publisher of Encyclopaedia Britannica 1943 to his death; trustee of Shattuck Military Academy 1938-45, University of Chicago 1947-65 and life trustee to 1973, Carleton College 1948-61, University of Connecticut 1957-72, Hampton Institute 1957-63, University of Bridgeport 1958-73, and Brandeis University 1961 to his death; a director of Fair Campaign Practices Committee, Eleanor Roosevelt Memorial Foundation, Kennedy Library Corporation, William Benton Foundation, American Assembly, American Shakespeare Festival Theatre

and Academy, Cradle Society, Aspen Institute, Institute of International Education; recipient of Distinguished Honor Award from Department of State, first William Benton Medal from University of Chicago, and numerous other medals and awards including Japan's Kajim International Peace Award and decorations from Italy and Brazil; named Chubb Fellow at Yale University in 1972; awarded honorary doctorate by University of Louisville, Bard College, Montana State College, Knox College, Brandeis University, Dartmouth College, University of Notre Dame; appointed and subsequently elected as a Democrat to the United States Senate to fill the vacancy caused by the resignation of Raymond E. Baldwin, and served from December 17, 1949, to January 3, 1953; unsuccessful candidate for election for the full term in 1952; delegate to the Democratic National Conventions in 1952, 1956, 1960, 1964, 1968, and 1972; United States Ambassador to UNESCO in Paris, 1963-68; was a resident of Southport, Conn., until his death in New York, N.Y., March 18, 1973; cremated; his ashes were scattered at his family estate on Long Island Sound at Southport, Conn.

PROCEEDINGS
IN THE
UNITED STATES SENATE

Proceedings in the Senate

MONDAY, *March 19, 1973.*

Mr. RIBICOFF. Mr. President, it is with a deep sense of loss that I announce that former U.S. Senator WILLIAM BENTON of Connecticut died Sunday, March 18, 1973, in his sleep in his apartment in New York City, Senator BENTON was 72.

BILL BENTON served in the Senate from 1949 to 1952. He was appointed to the Senate by Connecticut Governor Chester Bowles in 1949 and won election in 1950 to fill out the unexpired term of Senator Raymond E. Baldwin.

Senator BENTON was a great and dedicated public servant. He devoted his life to the betterment of mankind. His life was many faceted, encompassing politics, business, the arts, and education. BILL's sudden death comes as a great shock to myself and his many friends. Mrs. Ribicoff joins me in extending our deepest sympathy to BILL's wife, Helen, and other members of his family.

A success in business at an early age, BILL BENTON entered public service in 1939 when he became an adviser to Nelson A. Rockefeller, then the Coordinator of Inter-American Affairs. In 1945, President Truman appointed him Assistant Secretary of State for Public Affairs.

As Assistant Secretary for 2 years, BILL organized the Voice of America broadcasts and was active in the establishment of UNESCO, the United Nations Educational, Scientific and Cultural Organization. During the Johnson administration, BILL BENTON was the chief U.S. member of the UNESCO executive board with the rank of Ambassador.

BILL was born April 1, 1900, in Minneapolis. His father, Charles William Benton, was a Congregationalist minister and a college professor. His mother, the former Elma Hixson, was a county school superintendent.

Graduating from Yale in 1921, BILL went into the advertising business. In 1929, he and Chester Bowles formed an advertising agency known as Benton and Bowles.

The young firm prospered. By 1935, BILL left advertising and became vice president of the University of Chicago.

He later became publisher and chairman of the board of the Encyclopaedia Britannica and made that organization into a great success.

I ask unanimous consent that an article published in the New York Times of March 19 be printed in the Record.

[From the New York Times, Mar. 19, 1973]

WILLIAM BENTON DIES HERE AT 72; LEADER IN POLITICS AND EDUCATION

(By Alden Whitman)

Former Senator WILLIAM BENTON of Connecticut, publisher of the Encyclopaedia Britannica and onetime Assistant Secretary of State, died early yesterday in his sleep in his apartment at the Waldorf Towers Hotel. He would have been 73 years old on April 1. His home was in Southport, Conn.

There will be a memorial service at 3:30 P.M. on Wednesday at Trinity Church (Episcopal) in Southport.

Mr. BENTON had been released from Lenox Hill Hospital on Feb. 26 after recovering from pneumonia.

A man who never seemed to operate at less than full tilt, WILLIAM BURNETT BENTON crammed at least five careers into his lifetime. He was, at various times, an advertising executive, a university vice president, a public servant and Senator and the head of a vast publishing empire. In all these careers, except politics, he wielded the Midas touch.

One example of Mr. BENTON's business acumen was the Muzak Corporation, which he picked up in an idle moment in 1939-40, when he was still with the University of Chicago. After expanding the company's operations and taking several millions out of it in dividends, he sold it in 1957 for \$4.35-million. But despite his undoubted feel for the marketplace, Mr. BENTON preferred to regard himself (and to be regarded) as a serious and dedicated educator and statesman.

In this respect he was chairman of the company that published and sold the Encyclopaedia Britannica, from which he and his family made a great deal of money, much of it given to the William Benton Foundation. At the same time the company enriched the University of Chicago, a contractual beneficiary, by more than \$25 million in 25 years.

A friend and business partner was astonished by the ease with which Mr. BENTON made money, remarking that he "completely lacks the acquisitive instinct" and adding:

"You never saw a businessman spend less time thinking about money."

ANOTHER VIEWPOINT

Another associate of 20 years disagreed, saying:

"It's like a fellow playing 40 games of chess simultaneously. You could say you never saw a fellow spend so little time on a game of chess. But that wouldn't be the whole story."

In politics, which engaged Mr. BENTON from 1945, he was a liberal Democrat, whose record as Senator from Connecticut was highlighted by opposition to Senator Joseph R. McCarthy, the Wisconsin Republican and anti-Communist crusader.

In 1951, when Mr. McCarthy was at the apogee of his influence, Mr. BENTON introduced a resolution that, in effect, denounced his colleague as a liar and a thief and as unworthy to sit in the Senate. Hearings on this resolution led ultimately to Mr. McCarthy's censure in 1954, but by that time Mr. BENTON was out of the Senate, having been defeated at the polls in 1952. Mr. McCarthy's enmity was generally credited with helping in the defeat.

He tried several times thereafter for office, but as one biographer put it, he was "never really one of the boys." Mr. BENTON, it was said, "simply does not react" to a person and an ambiance, and could rarely bring himself to utter a flattery. Less kindly observers said that he was such a fountain of ideas that he did not listen to the notions of others and was inclined moreover to be vain-glorious.

SON OF A CLERGYMAN

Mr. BENTON's background was religious and educational. Born April 1, 1900, in Minneapolis, he was the son of Charles William Benton, a Congressional clergyman and college professor, and the former Elma Hixson, a county school superintendent. His father died when he was 13, and his mother took the family to Montana to clear ground for a homestead.

BILL BENTON entered Yale on his second attempt and graduated in 1921. He worked his way through as a high-stake auction bridge player. While denying reports that he cleared \$25,000 a year, he told a friend that "it's a demonstrable fact that for 10 years I was one of the 10 or 20 best card players in the world."

On graduation he turned down a Rhodes Scholarship for a job as an advertising copywriter. This horrified his mother, who wrote her son, "If you won't go into a respectable profession, can't you at least be a lawyer?"

In advertising, he rose to become assistant general manager of Albert Lasker's Lord & Thomas agency in Chicago. He was earning \$25,000 a year when

he left in 1929 to join Chester Bowles in forming Benton & Bowles with a capital of \$18,000. This agency, New York-based, attained annual gross billings of \$18-million by 1935, of which Mr. BENTON's share was \$250,000—a huge sum in the Depression.

Pioneering in market research and the use of radio as an advertising medium, Mr. BENTON was in part responsible for the Maxwell House "Showboat," the Palmolive "Beauty Box," "Gang Busters" and Fred Allen's "Town Hall Tonight." He has been credited with introducing the studio audience and signs to direct it to applaud, as well as commercials with sound effects.

"Up to then, you'd always had a commercial announcement, somebody stopping the show and talking, as though he were reading from a magazine," Mr. BENTON recalled. "I staged commercials, you could hear the spoons, people clinking cups of coffee, everything acted out. It was revolutionary; it was like the first girl standing on her head on the back of a horse."

It was Mr. BENTON, impressed with the local "Amos 'n' Andy" comic show in Chicago in 1929, who initiated its sponsorship on a national network by Pepsodent that made the shows characters, played by Freeman Gosden and the late Charles Correll, household words.

Mr. BENTON had determined to quit advertising when he was 35, and in 1935, he did, having by that time made \$1-million. Almost immediately, however, Robert M. Hutchins, his Yale classmate and president of the University of Chicago, persuaded him to become a vice president of the school. He held that post from 1937 to 1945 and helped the university pioneer in educational radio and educational movies. His radio program, "The University of Chicago Round Table," won several awards as an adult education show.

With characteristic self-regard, Mr. BENTON appeared on the show, talking about the common man, censorship, cartels, foreign relations and other topics on which he was able to brief himself with remarkable thoroughness.

"COOKING UP THINGS"

At Chicago, Mr. BENTON was, in effect, advertising a university. "BILL was what an engineering concern would call research and development," Mr. Hutchins said. "We worked on cooking up things, all kinds of measures, some of them successful, some of them abortions."

One of his greatest successes turned out to be the Encyclopaedia Britannica, which had been bought from its British owners after World War I by Sears, Roebuck & Co. In 1943 the mail-order house wanted to get rid of the publication and offered it to the university. Mr. BENTON put up \$100,000 in working capital for the acquisition and gave the school a beneficiary interest in the profits.

The salesmanship methods that Mr. BENTON employed over the years to push the encyclopedia and its associated enterprises—chiefly classroom films, a yearbook, a junior encyclopedia, an atlas and a dictionary—have

been much criticized as "hard sell." But there has been little question that they produced results. Nevertheless, in the judgment of a number of experts, the informational quality of the Britannica was greatly diluted under Mr. BENTON's management. And at least one editor resigned in a huff over the volumes' contents.

Mr. BENTON not only defended the Britannica, but also expanded its related business by publishing the 54-volume "Great Books of the Western World" series and a companion 10-volume set called "Gateway to the Great Books." In 1964 the Britannica company acquired the G. & C. Merriam Company, which publishes Webster's Dictionary.

Administering his publishing realm, Mr. BENTON was accustomed to flying 75,000 miles a year to ginger up his underlings and to dictating up to 8,000 words a day of ideas and suggestions for his aides to execute. Recipients of these memos were amazed (and sometimes numbed) by their author's fecundity and circumlocutions.

In 1971, in a joint venture with the Tokyo Broadcasting System, Mr. BENTON began publishing an international encyclopedia in Japanese.

He edged into public service in 1939 as an adviser to Nelson A. Rockefeller, then coordinator of Inter-American Affairs. Out of this, and an interest in economics as a founder of the Committee for Economic Development, came his appointment in 1945 as Assistant Secretary of State for Public Affairs.

As Assistant Secretary, his post for two years, he organized the Voice of America broadcasts and was active in the establishment of UNESCO, the United Nation Educational, Scientific and Cultural Organization. During the Johnson Administration he was chief United States member of the UNESCO executive board with the rank of Ambassador.

He served last year on the educational platform committee at the Democratic convention in Miami.

APPOINTED BY BOWLES

Mr. BENTON became a Senator by courtesy of his old business partner, Chester Bowles, who was Governor of Connecticut in 1949. Mr. Bowles appointed him to fill a vacancy, and then he won an election in 1950 for the rest of the term. His Senate record included a plea for a Fair Employment Practices Commission and a fight against the McCarran Immigration Act as restrictive of the people of eastern and southern Europe. He voted for the legislation, however, when his appeals against it proved futile.

Out of office after 1952, he was identified with the Adlai E. Stevenson wing of the Democratic party and campaigned for Mr. Stevenson in 1956 and supported him again in 1960. The two were warm friends, and Mr. Stevenson was a frequent guest at Mr. BENTON's home in Southport.

From his student days, when he was editor of *The Yale Record*, Mr. BENTON was interested in art and in his friend Reginald Marsh in particular. By 1954, when Mr. Marsh died, Mr. BENTON had collected hundreds of his paintings, which centered on the vulgarities and vagaries of American life. Marsh, who has come to be recognized as a major artist, forms the richest part of Mr. BENTON's collection, which also includes works by Ivan Albright, Jack Levine, Bellows, Hassam and Kuniyoshi.

In 1972 the University of Connecticut named the William Benton Museum of Art in Mr. BENTON's honor. Later that year he gave his collection of Albright's medical sketches to the University of Chicago Medical School. In the same year he was named Chubb Fellow at Yale.

Mr. BENTON married Helen Hemingway, a Connecticut schoolteacher, in 1928. Also surviving are two sons, Charles and John; two daughters, Mrs. Helen Boley and Louise, and eight grandchildren.

Mr. RIBICOFF. Mr. President, it is with a deep sense of loss that we mourn the death of former U.S. Senator WILLIAM BENTON of Connecticut.

The Bridgeport Post on March 20, 1973, published an editorial on BILL BENTON. I ask unanimous consent that the editorial be printed in the Record at this point.

WILLIAM BENTON

The prolific talent and sincere interests of Senator WILLIAM BENTON knew no bounds. To say he was a man of many successful careers is to state the truth.

Beyond the obvious personal achievements of the individual, there was much more. An intellectual, Mr. BENTON made generous contributions to education in this country. As a statesman carrying out special governmental assignments, Mr. BENTON did a great deal to bring about better understanding of the United States by other nations.

During his four years in the U.S. Senate, this resident of the Southport section of Fairfield found that his independent thinking was not always appreciated. He was a man who spoke his mind and rarely, if ever, bowed to pressure to remain silent.

It was Senator BENTON, displaying the courage of his convictions, who first stood tall against the menace of McCarthyism. On October 6, 1951, on the floor of the Senate, he called on Senator Joseph R. McCarthy to resign. Three years later, after Mr. BENTON had left the Senate, Senator McCarthy was censured. Some of Mr. BENTON's colleagues made a point at that time of stating it was the Senator from Connecticut who first detected the potential for disaster in the McCarthy philosophy and had the resoluteness to warn the country.

The many and varied philanthropic activities of Mr. BENTON have been detailed in the news columns. These facts can only suggest the true measure of the man. WILLIAM BENTON served his country, his state, and his fellow man in a manner to be admired and copied.

Mr. RIBICOFF. The Waterbury Republican on March 20, 1973, published an editorial on BILL BENTON. I ask unanimous consent that the editorial be printed in the Record at this point.

WILLIAM BENTON

WILLIAM BENTON was truly one of Connecticut's distinguished citizens. He was an advertising and business executive; an educator, serving as vice-president of the University of Chicago and as a trustee of the University of Connecticut, a publisher, a statesman and politician.

He was a liberal in politics and was a most unlikely candidate when he first entered the political scene. He was appointed to fill a vacancy in the U.S. Senate by his former advertising agency partner, then Gov. Chester Bowles.

BENTON was then elected to fill a partial term and moved into the Washington arena with no difficulty. He became noted in the Senate for the resolution he introduced calling for the resignation or expulsion of the late Sen. Joseph McCarthy. Hearings on the resolution eventually ended with a censure of McCarthy.

Although he was not reelected, BENTON remained an influential but behind-the-scenes figure in Connecticut politics.

At one time he served as an assistant Secretary of State. He traveled extensively and wrote books on both Latin America and the Soviet Union. As publisher of Encyclopaedia Britannica, he helped make it almost a household word as the ultimate reference source.

He was a philanthropist. One of his most recent gifts was of an art collection to the University of Connecticut where the art museum is named in his honor.

Mr. BENTON's guidance will be missed in many areas.

Mr. RIBICOFF. The Hartford Times on March 20, 1973, published an editorial on BILL BENTON. I ask unanimous consent that the editorial be printed in the record at this point.

WILLIAM BENTON

It was a happy coincidence that Chester Bowles and BILL BENTON were students at Yale University at the same time. Their friendship produced two statesmen whose services were significant to Connecticut and the nation.

Their partnership in an advertising agency made them financially independent while they were still young. In the many offices, both elective and appointive, they held during their public lives, they were free of the responsibilities of earning a living and providing for their families. When a call to service came along, each of them could consider it on its merits.

Early in his career of public service, BILL BENTON associated himself with education. His connection with the University of Chicago, among others in higher education, made him known in national affairs and enabled him to attract offers from government.

Except in Connecticut, Mr. BENTON's name probably is not widely recognized outside business circles. Yet he exerted significant influence on the nation and the world.

He was the first United States senator to call for the resignation or censure of the demagogic Joe McCarthy of Wisconsin. He was an assistant secretary of state, and in that post he organized the Voice of America and helped establish UNESCO—two accomplishments whose effects will outlive his generation.

As a citizen of Connecticut, he was an able United States senator and was generous with his time and talents in behalf of the University of Connecticut and the University of Bridgeport, among other institutions. His art benefactions are remembered in the art museum of the University of Connecticut, which last year was named for Mr. BENTON.

BILL BENTON's story is not the Horatio Alger cliché. Though he achieved financial success early in life and thereafter was not primarily interested in making money, he had a kind of Midas touch, a feeling for a good investment at the right time.

He has been praised for his political courage—in attacking McCarthy at the high tide of the other senator's popularity, for instance. His courage also displayed itself in decisions affecting his personal life. It took courage to refuse a Rhodes scholarship in favor of going into the advertising business, and it took courage to buy Encyclopaedia Britannica when encyclopedia salesmen were joked about as pests.

It is safe to predict that his obituaries are not the last word on BILL BENTON. His stature and reputation will surely attract biographers, and posterity may know him even better than we do, his contemporaries.

Mr. RIBICOFF. The Hartford Courant on March 21, 1973, published an editorial on BILL BENTON. I ask unanimous consent that the editorial be printed in the Record at this point.

WILLIAM BENTON

WILLIAM BENTON, former United States Senator from Connecticut, died quietly in his sleep March 18 at his New York City apartment. It may come

as a surprise to some that the educator, statesman, politician, advertising pioneer, art collector, traveler, lecturer and philanthropist ever slept. For Mr. BENTON crammed five diverse careers into his almost 73 years whetted by an insatiable thirst for activity abetted by seemingly unlimited energy.

Thanks to his perfect sense of business timing, whatever he touched seemed to turn to money. Yet, though his genius for innovation made him a millionaire by the age of 35, it was as a statesman and educator that Mr. BENTON wanted to be recalled. Once the foundation of his fortune was laid, he spent his life using much of it for a number of good causes, particularly related to education.

Under his guidance, financial losers such as Encyclopaedia Britannica and Muzak Corporation became winners. His advertising agency, Benton and Bowles, in partnership with former Connecticut's Governor Chester Bowles, became the world's sixth largest. Always daring to try something new, he developed the first sound commercials for radio. During his tenure as Senator from 1949 to 1953 he initiated the investigation of Senator Joseph McCarthy leading to the Wisconsin legislator's censure.

While active in international affairs, he was a member of the Committee for Economic Development which helped rebuild Europe after World War II and led to the formation of the U.S. Information Agency. Later he supervised the infant Voice of America radio operation.

Besides his countless private interests, Mr. BENTON was most proud of his work with colleges and universities, including those at Chicago and Bridgeport, Brandeis University and the University of Connecticut. In the latter capacity he worked for higher salaries for faculty and scholarships for deserving needy students.

Up to \$45 million in encyclopedia royalties have benefited the University of Chicago since Mr. BENTON turned them over to the school in 1943. All his stock in the firm went to establish the Benton Foundation in 1968. His extensive art collection now is housed in the UConn art museum bearing his name.

For his humanitarian efforts at home and abroad, Mr. BENTON has been honored many times. But perhaps his greatest gift was his flair for living—"at full tilt" as a biographer put it. It is not surprising that so large an enthusiasm overflowed to encompass so many of his fellow men, the beneficiaries of his generosity for years to come.

Mr. RIBICOFF, Joseph A. Owens, editorial page editor of the Bridgeport Post, wrote in his column, "In the Open" on March 20, 1973, of the life of WILLIAM BENTON. I ask unanimous consent that the column be printed in the Record at this point.

FRIEND TO MANY

(By Joseph A. Owens)

Though born in Minnesota, WILLIAM BENTON looked every bit a native of New England. His facial features certainly would not have been out of place in a Norman Rockwell painting depicting life in this part of the country.

BENTON was a gentle person, a lover of the arts.

In politics, he seemed to be out of place. Maybe that is why he did the unspeakable back in 1951. The U.S. Senate is viewed by most of its members as a club. Rare is the occasion when one member speaks ill of another.

That was one rule BENTON could not apply to himself as far as Senator Joseph R. McCarthy of Wisconsin was concerned. McCarthy was a fierce, a frightening force in those days. He was the most publicized hunter of Communists in the land.

PROPHET

Whether McCarthy had his facts straight or not made small difference to him. He claimed Communists were everywhere in government. No one was anxious to stand up to Joe McCarthy. In the Senate the unwritten rule was being strictly observed.

Then BILL BENTON went to the floor of the Senate on August 6. He described McCarthy in unflattering terms and warned against the man and his tactics. Not until more damage had been done did people begin to realize that Senator BENTON had been a prophet crying out in the wilderness.

Three years passed before McCarthy was censured.

John F. Kennedy later observed that if a new edition of his book, "Profiles in Courage" were to be written, BILL BENTON would have his rightful place in it.

BENTON first went to the Senate in 1949, on an appointment from Governor Chester Bowles when Raymond E. Baldwin resigned to take a seat on the Connecticut Supreme Court. BENTON faced the voters in 1950 and won the right to complete the term. In 1952 he was buried in the Eisenhower landslide.

Six years later he sought the Democratic senatorial nomination which went to Tom Dodd.

BENTON remained active, making financial contributions to Democrats and sharing his wisdom with party leaders.

DENIED FINALE

BENTON's dreams of returning to the Senate had long since vanished when one of his friends and admirers was hoping he could honor him by making him a member of the Senate once again.

WILLIAM BENTON

The story unfolded last summer during the Democratic Convention in Miami Beach. One of BENTON's sons, John, approached former Governor John N. Dempsey and thanked him profusely "for what you wanted to do for my father."

The man was in tears.

So was the elder BENTON.

Dempsey had reason to believe in the late 1960s that Senator Dodd would resign. The moment this act took place, he planned to appoint BENTON to complete Dodd's term. But Dodd stayed on.

It would have been a grand finale of BENTON. After being highly successful in the competitive world of private business, he developed a love affair with government. He took on special assignments, seeing each as a chance to contribute to the betterment of his country and the world. The time he had spent in the Senate was looked back upon with particular fondness.

GIFT TO UB

On a pleasant evening last summer he sat outside his home overlooking Long Island Sound and talked about politics, his service as a member of the Board of Trustees at the University of Connecticut, and his desire to help education. The BENTON home and the beautiful grounds surrounding it, he said will some day belong to the University of Bridgeport. That was his desire.

NOT RENAMED

The decision of Governor Thomas J. Meskill not to rename him to the UConn board was painful and in a polite way, BENTON said so. He supported lecture series which brought some of the leading figures in the formulation of American foreign policy to the campus in Storrs. This was in addition to the donation of numerous valuable pieces of art. More important than the gifts was the acumen he brought to the meetings.

His fellow trustees thought so highly of BENTON they named a museum after him.

BENTON liked and respected Dr. Homer Babbidge and was upset when he left the UConn presidency for a position at BENTON's alma mater, Yale.

ONE DEMPSEY

Of all the people in Connecticut with whom he had come in contact, BENTON placed one man at the head of the parade. To WILLIAM BENTON there was only one John N. Dempsey.

He spoke not about Dempsey's record in office, but rather of the rich humane qualities of the individual. To him Dempsey was the personification of a man truly dedicated to helping others.

The 1972 Democratic Convention was the last time BENTON performed on the political stage. He wanted Hubert H. Humphrey, an old friend, to be the Democratic presidential candidate. When Humphrey failed in his quest for the prize, BENTON was dejected.

BENTON was a liberal Democrat in the mold of Humphrey and the late Adlai Stevenson. There was nothing radical about the philosophy he espoused, only an earnest desire to assist people and to motivate causes shaped for the betterment of all.

BILL BENTON is gone and education, the arts, politics, and his many friends have suffered a considerable loss.

Mr. RIBICOFF. The New York Times published an article by Sidney Hyman on March 25, 1973, about BILL BENTON. I ask unanimous consent that the article be printed in the Record at this point.

WILLIAM BENTON—AN APPRAISAL

(By Sidney Hyman)

WILLIAM BURNETT BENTON, Yale '21, worked a year for the National Cash Register Company and was then told by his strongwilled mother—a school teacher—to enroll in the Harvard Law School. But for the first time in his young life, he defied her by entering instead the world of advertising.

When news of his waywardness in New York reached his mother in St. Louis, she compressed her outrage in a one-sentence letter: "I am appalled to learn that you are going to waste yourself in a business which does nothing except say that Palmolive soap is a good soap."

Only 14 years of Mr. BENTON's life, which ended last week on the eve of his 73d birthday, were tied to advertising. And of these, only six were spent with Benton & Bowles, which he and Chester Bowles founded in July, 1929 and from which he voluntarily resigned, as planned, in 1935.

He was 35 at the time, and his break with the business was irrevocable.

Yet no matter what he did afterward, and did with distinction in different fields—in education, publishing, national politics and diplomacy—sniffish people declassified his worth, saying that he was "just another flim-flam Madison Avenue type."

Mr. BENTON, on his part, never apologized for his time in advertising. Many of his best achievements were rooted in the million dollars paid him in installments for the stock he sold back to Benton & Bowles when he resigned from the firm.

The money financed his high-risk ventures involving the purchase or start of a cluster of companies that were to make him a worldwide force in mass education, and only incidentally one of the richest men in the United States.

When Mr. BENTON embarked in 1922 on his short but lucrative career in advertising, New York had more agencies than Chicago, but Chicago was where the most creative minds in the field were to be found.

Most of the valedictorians of the "Chicago school" were trained at Lord & Thomas, whose head and sole owner was Albert D. Lasker. Mr. Lasker, all imperious, exciting, excitable and wacky genius, was to the advertising world of the day the same protean force that John H. Patterson of the National Cash Register Company was to the world of "scientific sales management."

To expose himself to what Mr. Lasker had to teach, Mr. BENTON moved from New York to Chicago in the mid-nineteen-twenties and into a job at Lord & Thomas. Mr. BENTON gave Mr. Lasker what the agency head wanted and he absorbed from Mr. Lasker what he needed to know before he brought his own firm of Benton & Bowles to birth.

There were particular reasons why that firm became after six years of life one of the largest single-office advertising agencies in the United States.

First, the Great Depression of the nineteen-thirties forced corporations to examine their advertising policies and to welcome new ideas. The need for new ideas brought creative men to the forefront in place of the old-line account executive who had previously dominated the advertising business.

It was a time when other young men like Mr. BENTON and Mr. Bowles, originally trained as copywriters, founded their own advertising agencies or took over the direction of existing firms.

A second element in the success of Benton & Bowles was Mr. BENTON's introduction into New York of the consumer research surveys that he had accidentally devised at Lord & Thomas in Chicago. These gave client prospects the hope of being more scientific in deciding how to sell and advertise their products in a market where effective consumer purchasing power was drastically curtailed.

The rough-hewn surveys Mr. BENTON introduced into New York were later eclipsed in polish and significance when Raymond Rubican, the creative head of one of the most admired newer advertising agencies of the day, turned to the academic world for help. At Northwestern University on the edge of Chicago, he found a young sociologist named George Gallup, who was perfecting techniques for polling public opinion.

Another element in the success of Benton & Bowles involved innovations in the use of radio.

The innovations included the first use of live audiences and the first cueing of audiences with placards reading "laugh" or "applaud."

The commercials were also something new. Previously, during a "pause for a commercial announcement," a "voice from the sponsor" would read a few paragraphs of advertising. This was changed after Benton & Bowles launched the "Maxwell House Show Boat."

The actors drank coffee, smacked their lips and tinkled their cups to give listening audiences around the country an acoustical substitution for what their eyes could not see. These innovations were followed by a BENTON invention of the singing commercial—something for which he later did penance.

Above all, Mr. BENTON's success in winning business away from old and large advertising agencies lent credence to a theory he advanced and proved by his later success with other enterprises at which big companies had faltered or failed.

"Every great corporation," he said, "is struggling with many failures buried down in its soft underbelly, failures awaiting development by enterprising men with original ideas. If I were a young man in pursuit of wealth I would look for and compete with the big corporations at their weak point.

"I am not talking about a corporation such as the Commonwealth Edison Company. You don't compete with monopolies when you are a young man, though you try to create and own them when you get older. But as a young man, I would look for the soft spots in the business structure of the great nonmonopolistic corporations and start my own business in one or another of these areas."

Mr. STEVENSON. Mr. President, WILLIAM BENTON was both student and teacher. Young in heart, full of curiosity, he spent his life absorbing the world about him. His curiosity was insatiable. His enthusiasm for all the possibilities for reason and progress was boundless. I never knew a man of such energy and imagination, enthusiasm, and vitality. His life spent in learning was also spent in teaching—at the University of Chicago, through the Encyclopaedia Britannica and its affiliated companies, through the Benton Foundation, and in his daily contacts with people in good causes.

He served the Nation well. He served it in the State Department. He served it with distinction and bravery in this body. He was a constant source of inspiration and a constant source of support for his many friends, including two generations of Stevensons.

It will be a long time before we see the likes of BILL BENTON. His death is a sad loss not only for his family but also his friends, among whom I count myself one. It is a sad loss for the Nation.

Five years and 2 months ago, the University of Chicago marked the 25th anniversary of WILLIAM BENTON as publisher and chairman of the Encyclopaedia Britannica. Addressing a banquet on that occasion,

the university's former president, Robert M. Hutchins, spoke of WILLIAM BENTON's benefactions and concluded:

We must hope that he will live for a thousand years.

To our sorrow, he did not. The degree to which his death is humanity's loss is reflected well, I think, in the comments by Robert M. Hutchins, and I ask unanimous consent that they be printed at this point in the record.

STATEMENT OF ROBERT M. HUTCHINS

WILLIAM BENTON was descended from a long line of teachers. When he got out of business, it was natural for him to think of continuing the labors of his forebears. The University of Chicago was fortunate to be able to induce him to become one of its principal officers.

As vice president of the university, he exploited every means of using its intellectual resources for the widest possible educational purposes. He revitalized the University of Chicago Roundtable, the oldest educational program on the air, and developed an interest in educational films that was later to flower in the establishment of a company called Encyclopaedia Britannica Films.

He persuaded the trustees of the University of Chicago, against their will, to accept the gift of Encyclopaedia Britannica from Sears, Roebuck & Company. He had to put up the working capital himself. Nobody thought at that time that this gift would enrich either the university or the Benton family. The best that was hoped for was that the company would not drain resources from the university and that it would not bankrupt the Benton family.

For thirty years after BILL BENTON took over Britannica, he poured out thousands of memoranda demanding, in good times and bad, further expenditures to improve Britannica products as instruments of education.

He believed, as the founding fathers did, that the enlightenment of people was indispensable to a just society. The Britannica companies were dedicated to this task.

His interest in education led him into trusteeship of many institutions, notably the University of Chicago, University of Connecticut, University of Bridgeport, and Brandeis University. He was a good trustee: he did not try to run the university; he asked the right questions.

He went to the State Department because he saw a chance to work for enlightenment on a world scale. He organized the first delegation to UNESCO, and remained in close relationship to that organization all his life, returning to it as ambassador toward the end of his career. He collaborated with Senator Fulbright in setting up the program in international education associated with that Senator's name. He was interested in all the media of

communication, not for propaganda, but for the education of the peoples of the world.

He was committed to the principles for which this republic was founded, the chief of which is free, independent, inquiry and debate. When he was in the Senate, he was among the first to oppose publicly the threat to those principles presented by those who were exploiting the cold war to repress the basic freedoms of Americans. If these repressive efforts had succeeded, it would have put an end to the program of enlightenment to which he was committed.

WILLIAM BENTON was an educational statesman.

Mr. MANSFIELD. Mr. President, I join my distinguished colleagues from Connecticut and Illinois in expressing my deep personal regret at the passing of BILL BENTON.

Mr. BENTON served with distinction in the Senate. He served with courage and integrity, and I think that because of that courage and integrity he was defeated after serving one term. But he knew what he was doing. He was willing to take his chances and was willing to take his lot.

BILL BENTON and his family had a close connection with the State of Montana, because his folks homesteaded along the highline, as we call it, in the northern part of the State, in the period prior to the First World War. He was also the recipient of an honorary degree from Montana State University, at Bozeman. He was a man who had an abiding interest in the welfare and the development of the State of Montana, even though he lived in the East.

He was a man whom we all respected and admired. He was a man who, on the basis of sheer ability, was able to lift himself up and to achieve a position of prominence in the advertising world, in the academic world, and in the political world.

We will miss BILL BENTON. All I want to say in conclusion is that Mrs. Mansfield, my daughter, Ann, and I wish to extend to the family of BILL BENTON our deepest sympathy in their hour of sorrow.

Mr. PASTORE. Mr. President, today we eulogize a former colleague, the late WILLIAM BENTON, former Senator from Connecticut, whose impress on this Senate did not end with his departure from this Chamber 20 years ago.

Each year the Congressional Record would bring contributions to a better America, contributions that would bear the impress of BILL BENTON, his thoughts, and activities. And the years brought constantly word of tributes to his high citizenship and public service.

In addition there was constant communication with us, his old colleagues, as individuals—for communication seemed second nature to BILL BENTON who, characteristically, did so much to organize "The Voice of America," our spokesman in times and places when America needed a voice.

This was part of his service to his country which earned for him the State Department the highest recognition possible—the Distinguished Honor Award.

As one opens the volume of the Biography of the American Congress and turns to the chapter of WILLIAM BENTON, it is to marvel at the range of public service that he rendered in the past quarter of a century. Not the least was his participation in platform proceedings of his Democratic Party in convention after convention.

He compressed five careers into his crowded life—education, advertising, industry, philanthropy, statesmanship. His entire life story is one of superlatives—in scholarship, in industrial pioneering, in attaining great wealth and international service.

BILL BENTON was a great humanitarian. As such he earned, among other honors, the Human Relations Award of the American Jewish Committee.

In accepting that award—5 years ago—BILL BENTON made some observations that are very much of this moment. They have been preserved in the Congressional Record.

He spoke of the "rising expectations" of the underprivileged inspired by television visions of plenty, of the comfort of the opulent society—and he spoke of the "rising impatience" of the underprivileged to attain those gains.

That thought seems timely, too, when our national ills of hunger, unemployment and inflation need attention. It is the duty of the Government, he said, to "give justice" and it is the duty of the citizen to "contribute to order."

And BILL BENTON quoted a philosopher who, thousands of years ago, spoke the formula for good citizenship—"to do justly, to love mercy and to walk humbly with God."

It is a formula that bears repeating—a formula that deserves a hearing—a formula that deserves a following.

Mr. FULBRIGHT. Mr. President, WILLIAM BENTON was a man who contributed to the Nation in a number of different ways, in business, education, and public affairs. Although he had a relatively brief tenure in the Senate, he certainly made an important contribution during his service here.

Prior to coming to the Senate, he had served as Assistant Secretary of State and he was in this position at the time I introduced legislation to establish the educational exchange program. He was one of those who testified in favor of my bill on February 25, 1946, before the Surplus Property Subcommittee of the Senate Committee on Military Affairs.

WILLIAM BENTON's wide range of interests and his enormous energy and enthusiasm have left many monuments, but perhaps his most significant and daring contribution was his early and steadfast stand against McCarthy and McCarthyism.

BENTON was outraged and disgusted by McCarthy's attacks on the State Department, his false charges, character assassinations, and wild distortions. As the culminations wore on, BENTON was shocked and frustrated by the acquiescence to McCarthy's depredations. Given the certainty that the Senate would not expel McCarthy, he hoped that the Senate might at least be induced to censure him. This was his real aim—but to attain it BENTON felt he must dramatize the issue of McCarthyism by means of a motion to expel, with the hope that this would lead the way to a lower-pitched motion for censure. With this in mind BENTON took the floor on August 6, 1951, to set in motion a train of events which were to move over a long, tortuous road until the McCarthy censure was ultimately attained 4 years later. BENTON told the Senate:

I suggest today, that the Senator from Wisconsin should at once submit his resignation from this body. That would be an honorable and decisive gesture on his part. Only so could he take the only step now open to him to make

amends to the people of Wisconsin, to his great predecessors (the LaFollettes) in the seat he now occupies in the Senate, and to his colleagues in the Senate. If the Senator from Wisconsin refuses to resign—and there is nothing in his record to indicate that he will do other than refuse—then I suggest at least he refrain from taking any further part in the activities and procedures of the United States Senate until my resolution has been received and reviewed by the Committee on Rules and Administration, and until action has been taken upon it by the Committee and by the United States Senate itself.

It was war. A dozen or more Senators came up to BENTON afterward to repeat their own admiration of BENTON's "courage"—perhaps some thought him a little crazy. Herbert Lehman openly came to BENTON's support after he introduced the resolution, and he would do so repeatedly in the long months of battle that lay ahead.

BENTON had accumulated from various sources mounds of material about Senator McCarthy's activities. But this by itself did not make an indictment. An indictment must have an organization so that each count points to a clearcut pattern of censurable behavior. In framing such an indictment, John Howe, BENTON's assistant thought the best way to proceed would be to take a series of cases where McCarthy had deliberately lied to the Senate, and to present them all as part of a single whole. The mass of material in hand was sifted until BENTON himself settled on 10 specific cases supported by hard facts showing where and how McCarthy had deceived the Senate. The 10-count bill of particulars made a 25,000 word indictment. While it was being prepared over a 2-month period, McCarthy and BENTON repeatedly tangled on the floor of the Senate—as they would continue to do for the rest of the 82d Congress.

McCarthy himself at once assailed BENTON as being "a mental midget," but it was obvious that he was having trouble in getting his hands on any episodes in BENTON's private and public life that could be forged into a weapon for attacking him. Driven to inventing evidence in support of his accusations, he charged, for example, that BENTON as an Assistant Secretary of State for Public Affairs had induced the State Department to buy Encyclopaedia Britannica films for use in the information program. The charge boomeranged when BENTON produced proof showing that he had explicitly prohibited the employees of the information program from purchasing Britan-

nica films for use in the program and that no such films were subsequently purchased. McCarthy went on to charge that the Britannica Film Co. employed Communists who left their mark on the character of the classroom talking pictures the company produced. That charge also backfired when BENTON showed that the films McCarthy attacked were scientific films produced by A.T. & T. before BENTON had bought the film company. Even so, BENTON demanded that his accuser both identify the alleged Communists by name and specify even a single film which showed traces of Communist influence. McCarthy could produce no names and no evidence.

In mid-September, BENTON, working with John Howe and with Kenneth M. Birkhead, completed the 10-count indictment of McCarthy, and BENTON then read it in an appearance before the Gillette subcommittee. Many of the counts documented instances where McCarthy had perjured himself and had practiced fraud and deceit. None of this, however, immediately brought the Senate to take decisive action.

Fortunately, the listed instances of McCarthy's lying included items about his financial irregularities, beginning with the fact that he had accepted \$10,000 from the Lustron Corp., makers of prefabricated housing, to influence housing legislation. Financial irregularity was something the public could grasp, and it was hard for a U.S. Senator accused of it to wriggle his way free if hard evidence supported the charge. The mounds of evidence on this point did not look good for McCarthy. His financial speculation—much of it with funds drawn from financial contributions to his anti-Communist campaign—began to be spread on the public record.

It is worth noting that when McCarthy was eventually censured by the Senate in 1955, it was for his two offenses against the Senate itself: for his contemptuous treatment of the Gillette subcommittee investigating BENTON's charges, and for his contemptuous treatment of the Watkins committee that investigated the question of whether or not he was to be censured for his treatment of the Gillette subcommittee.

There remains one classic example of BENTON's unwavering courage in this confrontation. In April 1952, McCarthy appeared on

Edward R. Murrow's television show to charge that BENTON, in his accusations, was protecting himself, using the Senate's constitutional immunity against libel. All of BENTON's charges had been stated on the floor of the Senate. BENTON was a wealthy man, indeed a multimillionaire, and so the implication was that he had launched his charges recklessly from a shielded sanctuary where he could not be held accountable in any way if proven wrong. The next day BENTON rose in the Senate to waive his immunity, thus challenging McCarthy to sue him for libel. BENTON went on the Murrow program and repeated anew his waiver of immunity and challenged McCarthy to sue. Thus, with his bluff called, McCarthy retained Edward Bennett Williams to file suit for \$2 million. Exactly as BENTON had hoped, this brought the matter into the law court where evidence would be governed by strict procedure, and the Wisconsin Senator could not hide or resort to the diversionary tactics which he practiced in Congress.

Obviously Senator McCarthy had no desire to pursue the matter in a proceeding which would further discredit him, and he wanted the last word. After BENTON's defeat for the Senate, McCarthy withdrew his suit, saying to the press:

I cannot find a single person in the United States who believes BENTON's charges, so I withdraw the lawsuit.

BENTON then worked with the National Committee for an Effective Congress to invite citizens who did indeed believe him. The "I Believe" Committee was formed which placed advertisements in the New York Times and Herald Tribune, calling on citizens to come forward if they believed in WILLIAM BENTON. There was a coupon for those responding to indicate their confidence and subscribe to pay for the advertisement. The first two ads raised \$20,000, enough to repeat the message in 20 newspapers across the country. Thousands of citizens responded, and their names were forwarded to Washington, but McCarthy and his attorney did not rise to the bait.

BENTON was willing to challenge, he was willing to risk, he was willing to stand. There are many morals and lessons to be learned from this remarkable man, who was my personal friend. He was full of contradictions; he proved that a man could be honest and become

wealthy; he proved that a man could move out in front and not be alone; and he proved that a man could wear his principles on his sleeve and become successful and influential. Somehow BILL BENTON actually lived by all those maxims and parables that most people remember only in church on Sunday, if at all. He worked to make this country a better, saner, and more enlightened place. And his contribution to the Senate, during his brief tenure, was a lesson in fearless honesty, and devotion to duty. WILLIAM BENTON supplied that ingredient without which we can have no democracy—enlightened courage.

Mr. McCLELLAN. Mr. President, this Nation has lost an outstanding citizen and the Senate a distinguished former member as a result of the death of former Senator WILLIAM B. BENTON of Connecticut.

BILL BENTON served but a comparatively brief time in this Chamber—from 1949 to 1952—but left his mark fixed indelibly upon the memories of those of us who were fortunate enough to serve with him, as I was on the Committee on Government Operations.

Few men have come to the Senate of the United States with his wide range of experience in business and public service. He had at least five careers—advertising executive, university official, diplomat, director of a vast publishing empire and Senator. Through his own efforts, he became wealthy as a young man but chose to regard himself as an educator and statesman.

BILL BENTON's greatest asset was courage. Just as he was unwilling to accept the conventional wisdom of his time in business and thereby revolutionized advertising, he was unwilling to remain silent when the forces of fear and vituperation stalked the land.

Although men with weaker consciences found it politic to remain silent, BILL BENTON had the courage to speak up—and in so doing, helped restore sanity to a distracted country. His decision was an unpopular one at the time. It was to cost him the seat in the Senate that he revered and loved so deeply.

Yet, with Edmund Burke, he could say:

Your representative owes you, not his industry only, but his judgment; and he betrays instead of serving you if he sacrifices it to your opinion.

So, Mr. President, I take great pride in saluting WILLIAM B. BENTON, a dedicated public servant whose goal was the betterment of mankind and mourn his passing.

Mr. WEICKER. Mr. President, I am most grateful for this opportunity to pay tribute to a former Senator, and old friend, WILLIAM BENTON of Connecticut. The memory of BILL BENTON will be sustained by the broad legacy he leaves behind him, but some words in recognition of his many contributions are in order.

I had the personal pleasure of knowing this distinguished former Senator. The value of his acquaintance and counsel, born of vast experience stretching far beyond our mutual profession of politics, reflected his own great wisdom, his judgment, and unparalleled devotion to public service.

BILL BENTON was a remarkable man, and a remarkable character. Born in 1900 to parents active in the ministry and local school systems of Minneapolis, he eventually worked his way through Yale University as a high-stake auction bridge player. Upon graduation, BILL turned down a Rhodes scholarship for a career in advertising, forming in 1929 the pioneering Benton and Bowles agency which prospered in the midst of the Great Depression. In 1935, then a millionaire, BILL BENTON became vice president of the University of Chicago and developed new projects in educational radio and movies. His record of successful business ventures in these years was marked by the purchase and sale of the Muzak Corp., and the management of a publishing empire based on the Encyclopaedia Britannica enterprises.

His career as a dedicated public servant and statesman began in 1939 as adviser to Nelson Rockefeller, then Coordinator of Inter-American Affairs. Appointed by President Truman in 1945 as Assistant Secretary of State for Public Affairs, a post he held for 2 years, BILL organized the Voice of America broadcasts, and worked to establish UNESCO, the United National Educational, Scientific, and Cultural Organization. During the Johnson administration, he served as chief U.S. member of the UNESCO executive board, with the rank of Ambassador.

In 1949, BILL BENTON was appointed by Governor Chester Bowles of Connecticut to a seat in the Senate, and later won election in his own right to the remainder of former Senator Raymond E. Baldwin's unexpired term. His 3-year record in the Senate was marked by compassionate and competent representation of Connecticut and the Nation, and was highlighted by opposition to the anti-Communist crusades of the former Senator from Wisconsin, Joseph McCarthy.

Much of the fortune and success amassed by BILL BENTON accrued to the benefit of his fellow man. His interest in American art enriched collections at the University of Connecticut, and his business acumen helped sustain the University of Chicago, a contractual beneficiary of the Encyclopaedia Britannica empire. The William Benton Foundation continues today its philanthropic purpose.

The life of this notable American deserves more than mere mention in these pages. I miss my good friend and former Senator, BILL BENTON and commend his accomplishments and ideals to the attention of all Americans.

Mr. WILLIAMS. Mr. President, I want to join my colleagues today in paying tribute to former Senator WILLIAM B. BENTON, who died on March 18 at the age of 72.

It is no exaggeration to say that Senator BENTON's life was an embodiment of the American dream. He spent most of his teenage years helping his mother homestead on a claim in Montana, and then came east where he compiled a distinguished academic record at Yale University. During the boom years of the 1920's he established himself as a leader in the advertising industry, finally starting his own firm in 1929. Despite the stock market crash and the depression, the new firm of Benton and Bowles prospered and won a reputation for innovation in advertising.

In 1936, WILLIAM BENTON left the advertising business and joined the University of Chicago, where he served as vice president until 1945. Also during that time, he bought the Encyclopaedia Britannica of which he was publisher. He was appointed Assistant Secretary of State in 1945, and in 1949 was appointed to the Senate to fill a vacancy. During his Senate tenure, which lasted until 1955, Senator BENTON became one of the first Members of this body to challenge

the allegations being made by the late Senator Joseph R. McCarthy, as well as the tactics he used.

Although he was defeated when he sought election to a full Senate term in 1952, Senator BENTON reentered public service in 1963, when he was appointed U.S. Ambassador to UNESCO; he held that post for 5 years.

Mr. President, I know that WILLIAM BENTON will be long remembered for his accomplishments in both the public and the private sector, and that his talent and energy will certainly be missed. I want to join my colleagues today in expressing my condolences to his widow, children, and grandchildren.

Mr. PERCY. Mr. President, I am grateful for the opportunity to honor the memory of WILLIAM BENTON. Although BILL BENTON was from Connecticut, having served that State as its Senator from 1949 until 1952, his geographical homes were as varied as his intellectual and business bases.

I knew BILL BENTON best as a fellow trustee of the University of Chicago and through his work with the Encyclopaedia Britannica. BILL joined the University of Chicago's administration as a vice president in 1937, and became what one person described as a "research and development" team on his own, pioneering educational radio and educational television at the university.

Perhaps his biggest coup came in 1943, when he bought the Encyclopaedia Britannica for the university for \$100,000. He expanded Britannica by publishing "Great Books of the Western World" and a companion set called "Gateway to the Great Book." By 1968, the board of trustees of the University of Chicago rightly felt that they owed him such a debt of gratitude that they created the William Benton Medal as the university's highest service award, not to be given more than once in a 5-year period. The first recipient was WILLIAM BENTON himself.

Mr. President, I know of few men who served so ably in so many varied careers. In 73 years, he was an advertising executive, a vice president of a great university, a U.S. Senator, and the head of a publishing empire.

Although his tenure in the Senate was short, he distinguished himself by publicly denouncing the positions of Senator Joe McCarthy. BILL BENTON was one of the first to recognize and call attention to the tactics used by McCarthy in destroying the lives and reputation of many patriotic Americans.

People are ordinarily inclined to make only the most reverent statements about the deceased. However, I knew BILL BENTON well enough to know that he would be both embarrassed and irate if in death his true personality were diminished one iota by inane pleasantries. He was a formidable personality: He had drive, on occasion he had a temper, and he had style. His business colleagues were constantly harrassed but stimulated by the voluminous memorandums he dictated daily; friends and business associates were dazzled by the sheer energy he applied to his work.

In accepting the William Benton Medal from the University of Chicago, BILL described himself as "a square—a total, complete, unchangeable square." What he neglected to include in that description was his extraordinary capacity for friendship and loyalty. I entered the University of Chicago as a freshman the same year he started there as a vice president, but we grew to be fast friends as our paths crossed when I finished school and entered the business world. BILL and Helen Benton, their son Charles and daughter-in-law Marge were faithful friends to my family and me, and we benefited constantly from their kindness and their enthusiasm for life.

We joined with their many other friends in extending our deepest sympathy to Mrs. Benton and their entire family at this time.

Mr. President, I ask unanimous consent that WILLIAM BENTON'S acceptance remarks at the time of the presentation of the William Benton Medal be inserted in the Record at this point.

THE BENTON MEDAL

It must have occurred to you, as it did to me, during these extravagant speeches, that if this fellow BENTON is such a sterling character, why can't he stop dictating all those memoranda? They drive people nuts. . . .

My friends, I have sat here patiently, in unaccustomed silence for what seemed like hours, listening to men wiser and better than I can ever hope to be—for in truth Bob Hutchins, Paul Hoffman, Paul Douglas, and Hubert

Humphrey are giants who have inspired and profoundly influenced my life. I acknowledge these men my masters—but their pitfall tonight is simply that they do not know the real BILL BENTON as well as I do. . . .

I now intend to set you straight. I'm going to tell you about the *real* BILL BENTON:

He was born of extremely good and virtuous parents—and for the rest of his life remained a square—a total, complete, unchangeable square. . . .

Mr. BENTON is, at bottom, an extremely *shy* fellow. I doubt if some of you believe *that*—I sometimes find it hard to believe myself. But after the closest possible examination of his habits I return to the conviction that he is a shy man—who conceals his shyness with a display of fervent purpose and alarming salesmanship.

Mr. BENTON is also a man with a serious case of educationophilia. [He is] a maniac about trying to help get other people educated—not himself, mind you. For himself there has never been enough time to be both Saint Paul *and* Mortimer Adler.

Bad luck has made his life a series of triumphs. He was persuaded by Chet Bowles to go into business with him and the Great Depression struck. . . .

[At the University of Chicago, he] persuaded Bob Hutchins to bring the president of Czechoslovakia to the university faculty, and World War II promptly broke out.

BENTON went to the State Department and the Russians blockaded Berlin, the British withdrew from Greece, and the Communists took over China.

He became a Democratic politician, and Paul Hoffman negotiated the Eisenhower landslide.

He . . . supported Adlai Stevenson or Hubert Humphrey for president in 1960, and you know what happened to them.

Not long after that, the University of Chicago, impressed with his track record, made him a life trustee—to get him out of the ranks of those who made the decisions.

His strength of character is best reflected in the fact that as a young man he turned down an invitation to become a professional gambler. Yet all his life he has been addicted to the needle—of the dictating machine. . . .

He has only been able to hold onto his suffering associates because his wife, Helen, goes around after him binding up their wounds.

It has been suggested here tonight that he has a magic hand for making money, that only a genius would have purchased the then ailing and depressed *Encyclopaedia Britannica*. As Bob Hutchins has informed you, rarely has such a legend been founded on such an infirm foundation. The reason that BILL BENTON financed the *Encyclopaedia* was simple: he was trying to help out, and he could not say no to a couple of friends. . . .

That's the real story of BILL BENTON, a tactless, not too likable fellow,

who all his life has worked much harder than necessary trying to make ends meet.

My friends, when a man has heard what I have heard tonight, he has heard the obituary he hopes his wife and children will hear—and he should be ready for the grave. But I have, I trust, a surprise in store for so orderly a fate. . . .

It has been my high privilege to serve this great university for thirty-two years. . . . It is my determination to serve it as best I can for yet thirty-two more, or at least until that career, the facts of which have been so stretched tonight, can be stretched no further down the years. In thirty-two years I shall only be one hundred. When he retired at seventy, Coach Stagg fixed his eyes on Bob Hutchins and said, "Young man, I'll be coaching football when I'm one hundred," And so he was. . . .

I give thanks to the university and to the preceding speakers for the great honor done me tonight. Henceforward I shall try to deserve it.

Mr. SPARKMAN. Mr. President, BILL BENTON had many careers, but his involvement in business was one of his most far-reaching. As cofounder of Benton & Bowles, as the force behind the huge expansion of Musak, as publisher of Encyclopaedia Britannica, he showed not only a good businessman's thoroughness and foresight, but a progressive commitment to the human needs which business fulfills.

His greatest achievement in business was his part in the founding of the Committee for Economic Development. Theodore Yntema, former vice president for finance of the Ford Motor Co. has said:

BILL BENTON had a crucial role in the founding of the Committee for Economic Development (CED). His vision, enterprise and enormous efforts were vital to the creation and early growth of CED. He helped bring businessmen and scholars together to work on the economic problems of the country. For this and his other remarkable achievements in education, BENTON ranks as one of our Heroic Figures.

Paul Hoffman, cofounder of CED, former chairman of Studebaker, first head of the Marshall plan, president of the Fund for the Republic, and director of the U.N. Development Program and with Senator John Cabot Lodge persuaded General Eisenhower to seek the Republican nomination in 1952, said:

As was anticipated, BILL BENTON's death has resulted in his receiving a large number of eulogies from many parts of the world from many different people. They have one fault in common: they give great emphasis to Senator BENTON's accomplishments as an advertising man, a businessman and a poli-

tician, but none stress what to my mind was his most outstanding characteristics, namely, that he was a great human being and was always looking for a chance to help other human beings realize all their abilities. I am one of many hundreds of people BILL BENTON helped in a most effective way because of human compassion. This explains the reason why he has so many devoted and intensely loyal friends throughout the world. He would do anything to help a friend to achieve a worthy objective. I hope that in some eulogy in the future this unique characteristic of BILL BENTON's will be properly highlighted.

I had an unusual opportunity to know BILL BENTON because I was associated with him in *Encyclopaedia Britannica* and also he was my partner in the organization of the Committee for Economic Development, to which he made enormous contributions.

The fact is that the CED was and is a moving, progressive force in American business and American life. With Paul Hoffman, BENTON gathered such men as Thomas B. McCabe, the head of the Scott Paper Co., who would become head of the Federal Reserve Board in 1949; R. R. Deupree, the head of Procter & Gamble, and the Chairman of the Business Advisory Council to the Department of Commerce; Clarence Francis, the head of General Foods and a former advertising client of BENTON; Ray Rubicam, the advertising man who had been BENTON's principal competitor for General Foods; Beardsley Ruml; Paul Mazur; Marshall Field; and Henry Luce. In addition there was Ralph Flanders, a Republican, a flinty Vermont toolmaker, and a Boston banker. Flanders, in time, would become the first Chairman of the Committee for Economic Development's Research Committee, of which BENTON was to be the Vice Chairman as well as the Vice Chairman under Paul Hoffman of the CED as a whole. Later, the Research Division included Chester Davis of the St. Louis Federal Reserve Bank; William L. Batt, of SKF Industries; S. Bayard Colgate, of Colgate-Palmolive-Peet, Chairman of the NAM Committee on Postwar Planning; Donald David, dean of Harvard's Graduate School of Business Administration; Max Epstein, of General American Transportation and a trustee of the University of Chicago; Harry Scherman of the Book-of-the-Month Club; Eric Johnston, the new president of the U.S. Chamber of Commerce; Charles E. Wilson, of General Electric. Hoffman and BENTON were ex officio members, with the latter ex officio Vice Chairman.

Part of BILL BENTON's great talent was his ability to choose men, and with this group BENTON and the CED proceeded to involve the American Economic Community in education, the protection of civil rights, and in full and fair employment. Our debt to his foresight, his sense of justice, his energy and his involvement is enormous.

I am glad that I had the privilege of serving in the Senate with both BILL BENTON and Ralph Flanders who were closely associated in many worthy programs. They were both my friends.

Mr. McGEE. Mr. President, I rise today to pay personal tribute, during this week set aside in the Senate for this purpose, to our former colleague and the friend of many of us in this Chamber, the late WILLIAM BENTON.

Senator BENTON was many things to many people—a truly multifaceted individual, and it is difficult, on an occasion like this, to capture the total impression of the man and to discuss adequately his life and his achievements.

Therefore, Mr. President, I would like at this time to place in the Record some personal reminiscences of a friend and aide to Senator BENTON who saw a side of the BENTON personality that few had the opportunity to see:

Working in BENTON's office, especially before the intermittent illnesses that harried him in the last two or three years, was always like living in the second act curtain scene of "The Man Who Came to Dinner." There was a constant flow of messages and cables and pleas and demands from the great and near-great and once-great, from heads of state and former heads of state, from children and widows of dead political leaders, from scholars and scientists, authors and journalists and publishers.

BILL BENTON regarded correspondence as an opportunity. He sometimes answered thank-you letters that would have terminated any normal cycle of correspondence. He mistrusted the telephone, always preferring the dictating machine. Words on the machine could be edited—either sharpened or dulled. BENTON's articulateness, including pungent memos, became legendary. In the heyday of BENTON's spectacular advertising career, a college classmate, to whom BENTON had given a job during the depression, walked into the office while BENTON was dictating. Recently stung by one of the celebrated memos, the friend cried out, "Put down that lethal weapon."

BENTON knew his memos were tough, and he acknowledged that some of them were intemperate. Their purpose was to goad and prod as well as to

lead, to exhort his associates to excellence. He was willing to risk everything to cause his companies to excel. He used his ownership as an opportunity to excel. More than once he declared to meetings of the Britannica Board of Directors or Board of Editors, "There is only one reason for this company to make a profit, and that is to enable it to improve the editorial and educational excellence of its products."

For all his total ownership of the Britannica, he thought of himself not as proprietor but as steward, as trustee. Indeed, in 1968 ceremonies attendant on the 200th anniversary of the Britannica itself (and his own 25th anniversary as publisher and chairman), he told an elegant and formal banquet audience in London's historic Guildhall of his intention to insure a continuance of that stewardship after his death.

"I am pleased to announce tonight," BENTON said to the Prime Minister and assembled guests, "for the first time publicly, that by reason of our respect for this responsibility [of stewardship of the Britannica] Mrs. Benton and I plan to bequeath our stock ownership of the Britannica Corporation to the William Benton Foundation . . . we have indeed for 25 years regarded ourselves as trustees of the Britannica. With our deaths the responsibility will pass to the trustees of the Foundation."

Mr. President, on another occasion in 1968 at the University of Chicago dinner marking the Encyclopaedia Britannica's 200th anniversary and WILLIAM BENTON's 25th year of stewardship, tributes were delivered from many of the great statesmen of the world, as well as from some of our colleagues in this Chamber. Those tributes to Senator BENTON are far more eloquent than any I can deliver today, and I ask, Mr. President, that they also be printed in the Record.

TRIBUTES

(William Benton by Friends)

It gives me special pleasure to join with you in observing the twenty-fifth anniversary of Senator BENTON's association with the *Encyclopaedia Britannica* and with your great university.

Your testimonial honors a man whose achievements could almost fill the index of the book he has published for a quarter century.

As a legislator, he left the mark of his genius on a posterity that is enriched by the laws for which he fought.

As an educator, he was an early champion of the programs that are finally assuring every American child the full educational opportunity that is his natural right.

As a business and community leader, he has set an example of public service and civic involvement worthy for all to imitate.

As an American, he has set a standard of patriotism and service which few can equal—and none can surpass.

LYNDON B. JOHNSON,
President of the United States.



On such a significant occasion, I should like to send warm greetings to my old friend, BILL BENTON, whom I first met when he was Assistant Secretary of State in 1945. At that time, he was, in his official capacity, seeking Congressional support for a governmental program to disseminate throughout the world accurate information about America as a self-governing nation dedicated to human dignity and liberty. He was well aware of the world's ignorance about our nation's lack of imperialistic motives and of her devotion to peace and freedom. He knew also that unless such ignorance was successfully combated, our free world leadership would be badly impaired.

In the immediate aftermath of World War II, he found the Congress largely indifferent to his pleas and asked me—a soldier just returned from the campaigns in Europe—to testify before one of the Congressional committees. Sharing his belief that ignorance of America's ideals and aspirations could cause much misunderstanding in the world, I enthusiastically agreed to help. From that moment on, I have admired BILL BENTON's vision and understanding as well as his extraordinary capacity for energetic action.

During the ensuing years I have followed his career, and know something of his accomplishments in several different callings. His remarkable success in making the *Encyclopaedia Britannica* available to so many families stands as one of the monuments to his abilities.

I know that the dinner will be an enjoyable affair and ask that you extend to Senator BENTON, and all attending, best wishes for their health and happiness.

DWIGHT D. EISENHOWER,
Thirty-fourth President of the United States.



I am happy to join with your many friends and associates in tribute to you on the occasion of your twenty-fifth anniversary. . . .

I would also like to add a personal salute to you for your many contributions in your important public service assignments.

With warm personal regards and all good wishes,

HARRY S. TRUMAN,
Thirty-third President of the United States.



I send warmest greetings and congratulations on the occasion of this celebration of BILL BENTON's twenty-five years as a publisher of the *Encyclopaedia Britannica*. I know of all the contributions he has made to the cause of

education nationally and internationally, including his valuable work for UNESCO. I join all of you here tonight in wishing him every success in all the future years.

HAROLD WILSON,
Prime Minister of Great Britain.

I wish to join with others in expressing my admiration for one who has had the intelligence, the energy, and the tenacity to publish the *Encyclopaedia Britannica* for twenty-five years.

GEORGE D. AIKEN,
U.S. Senator from Vermont.

It gives me great pleasure to add my voice to the homage paid Senator WILLIAM BENTON by The University of Chicago in recognition of his twenty-five years as leader of the distinguished group that form the board of directors and editors of the *Encyclopaedia Britannica*. Senator BENTON's intellectual searching and his loyalty to liberal and democratic ideals, are additional means for the recognition being offered tonight by this illustrious educational institution.

ROMULO BETANCOURT,
Former President of the Republic of Venezuela.

Coupled with your long and illustrious career in public service, your activities in the world of business have marked you as one of the most dynamic forces in this generation. Best wishes for a most memorable evening and for continued health and success in all of your endeavors.

OTTO KERNER,
Governor of Illinois.

My congratulations for his leadership as publisher and for his many contributions to education; and my best wishes for his continued efforts.

EUGENE J. MCCARTHY,
U.S. Senator from Minnesota.

He is one of the most dedicated men I have ever met, a gentleman in every respect and an outstanding American. I value very much the friendship that exists between us.

JOHN W. MCCORMACK,
Speaker of the House of Representatives.

What seems to me so significant in BILL's achievements is not only their substance, but the style he maintains in these attainments. It is the ebullient

style of the tough optimist. Such a style marks him as a man whose faith in himself is only matched by his abiding faith in man.

Witness, if you will, a very successful young advertising man who decided at an early age that success in advertising was a springboard to dedicating himself to public service. The years that have followed have been an exciting testimony to that decision.

BILL BENTON's distinguished and continuing career is remarkable for many reasons. Perhaps what lies at the heart of his dynamic accomplishments is the way that he has zeroed in on the very essence of the twentieth century's needs. The long list of achievements in foreign affairs is but one example. His participation in the activities of UNESCO is another, and his concern and contributions to the field of economics but another. BILL's unswerving attention to free and meaningful dialogue is most characteristic of his activities in these fields.

GALE MCGEE,
U.S. Senator from Wyoming.

Mr. HUMPHREY. Mr. President, on March 18, America and all mankind lost a great and brilliant leader.

WILLIAM BENTON was an exciting man to know—that is simply the best way to describe him. Yes, a man for all seasons—a man of incomparable ability in most fields of human endeavor.

And I had the rare privilege to know him well over many years as a dear and good friend—and as a courageous and effective U.S. Senator and as an innovative, vastly successful entrepreneur. Truly, this man lived several full and rewarding lives.

The breadth of his accomplishments is genuinely extraordinary. In his private and business life he helped make Benton & Bowles the leader among America's great advertising agencies.

He pioneered in the development of educational and public service radio and motion pictures.

He made a success of the Muzak Corp.

He developed the Encyclopaedia Britannica from an orphan into one of the most respected and prestigious educational publications. Encyclopaedia Britannica became a highly successful commercial enterprise in the United States and abroad.

He originated and published the Great Books of the World series.

He originated and developed an international encyclopedia in Japanese and another monumental encyclopedia known as Universalis in French.

He served with distinction as the vice president of the University of Chicago and included among his closest friends, the great president of that university, Dr. Robert Hutchins. His dedication to education in all of its forms never ceased.

As a businessman in the best American tradition, he made a fortune by the time he was 35 years old, by applying his innovative brilliance to communication, advertising, and sales management.

We knew him also as a liberal, courageous public servant, and public man.

He was a founder of the Committee for Economic Development to aid in rebuilding Europe after World War II.

He was Assistant Secretary of State for Public Affairs; originator of the Voice of America broadcasts.

He was Ambassador to and leader in establishing the United Nations Educational, Scientific, and Cultural Organization, as well as chief delegate to many international conferences.

And, he was U.S. Senator from Connecticut. America remembers Senator BENTON best as one who was unwilling to be silent about the tough issues of the early 1950's. There was all too little interest in civil rights legislation, yet his first major speech in the Senate supported Fair Employment Practices Commission legislation. Liberalized immigration legislation was unpopular, yet he actively opposed restrictive portions of the Immigration Act which he felt discriminated against the people of Eastern and Southern Europe. Despite the obvious political risks, he was one of the most courageous of Senators in opposing the late Senator Joseph McCarthy.

The interests and concerns of BILL BENTON were as varied and diverse as those of a Benjamin Franklin and Thomas Jefferson. He was, in truth, the universal man. I remember him as a thoughtful provocative, and loquacious conversationalist. I remember him for his love of art and literature, and his incomparable wealth of information.

Mr. President, how does one summarize the life of such a man, such a friend? He was often described as the "consummate salesman," and I think he personally agreed with this description more than with any other. Not that he was proud to be a most successful salesman of

things, but rather that he used his life as a salesman of ideas. He would also have liked to have been called a master in the art of scientific salesmanship, meaning that he systematically studied and understood the changing needs and opportunities in marketing in a depression-burdened America.

He was indeed an intellectual, but preferred not to be so described. Rather, I think of him as an expert on the care and feeding of intellectuals. He was a catalyst, a doer, an inventor, a leader, and a warm human being.

Muriel and I were benefited so much by his friendship. We truly loved this man. We extend our sympathy to Helen Benton and to Charles, John, Helen, and Louise, the children.

Mr. President, I think one of the best statements about BILL BENTON perhaps reflecting his own view of his life, is an article by Bruce L. Felknor in the winter, 1972-73 issue of *Know* magazine. I ask unanimous consent that it be inserted in the Record along with several other editorial comments.

WILLIAM BENTON: LOOKING BACK

(By Bruce L. Felknor)

Occasionally, scholars over the years have remarked that it is Encyclopaedia Britannica's proprietor-publishers who have left the imprint of their personalities on the enterprise, rather than the editors, who have merely—and usually inconspicuously—made the work itself great.

Such an observation was made in these pages five years ago by the longtime London editor John Armitage (now retired) as *Know* marked the bicentenary of the encyclopedia. Armitage went on to note that in AD 2018, when Britannica celebrates its 250th anniversary, "the BENTON period will attract as much or more attention than the eras of Hooper and Constable," two stand-outs among the numerous predecessors of WILLIAM BENTON, each of whom controlled the encyclopedia's destinies for a couple of decades or less.

Constable and Hooper had changed the facts of life for Encyclopaedia Britannica, the former by recruiting scholars, authorities, and "men of the first literary merit" to write for it. It was Hooper's ardent imagination and free-wheeling salesmanship that rescued EB from moribund distinction and made it not only a household word but a household possession on both sides of the Atlantic.

Yet it is small wonder that WILLIAM BENTON's period of stewardship will eclipse the earlier ones—and not alone because its length has now surpassed

that of any predecessor's sole ownership. For the Benton era has seen the Encyclopaedia Britannica in transition from merely a reference work—albeit the standard of the world—to an educational publishing complex dealing in a half dozen languages—in films and tapes and all the new technology, as well as books—and found on all the continents.

Like his predecessor Horace Hooper, BENTON is a consummate salesman. It is that BENTON—BENTON the salesman—who has proclaimed that the year of his 30th anniversary as publisher and chairman be called “The Year of the Salesman.”

Why? How did this grandchild of missionaries and child of educators become a salesman worthy of emulation, and how did he get into a position to influence Encyclopaedia Britannica?

Most employees of these companies have had an opportunity to see Sidney Hyman's biography *The Lives of William Benton* (The University of Chicago Press, 1969), and *The Great EB* (now in process of revision). Even so, it may be worthwhile to review some of the highlights in BENTON's life that pointed him toward salesmanship and then toward EB.

One is surprised to find that so urbane a man has a taste of the rough frontier in his background. Yet BENTON as a youthful Montana homesteader “sold” his widowed mother on allowing him a nightlong ride across the flatland to a dance—where the saddle-weary youth found the only girl his age to be the childwife of a cowboy, with her infant bundled up on the bench beside her.

But the young frontiersman absorbed from his teacher-mother a lifetime of precept and example of the sanctity of education. It was she who had found her wings as the professor's wife and hostess, holding forth in a cultural oasis in early-20th-century Minneapolis. And it was she who, as a young widow, taught in a one-room Montana schoolhouse, working her way step by step to become the headmistress of an exclusive St. Louis girls' school, with, as she put it, “the highest tuition west of Pittsburgh!”

Any amateur psychologist can see the missionary (from the ancestors) and the educator (the parents) in WILLIAM BENTON's commitment to education and culture, which has been increasingly visible since the middle and more recent periods of his career. But where the salesman came from is more of a puzzlement.

Perhaps only circumstances and chance determine whether one will be salesman or missionary. Perhaps the same qualities of perseverance and conviction—and ability to articulate conviction—are essential to both callings. In any event, it was clear while BENTON was really still a stripling that he was a salesman. At Shattuck School in Minnesota (on a scholarship), he became the sole agent for such gewgaws and other oddments as memory books, class pins, and stationery—and a binder that he invented to contain the new school paper.

Soon, at Yale (again on a scholarship), he was selling to fellow students calendar pads on which he had sold advertising to New Haven merchants. Indulging his penchant for the printed word, he became a contributor to the Yale Record and went on to be chairman during his senior year, a year in which sales of advertising and circulation together were enough to return a tidy profit to him as publisher (as was the custom) and to the weekly magazine.

Thus, the salesman developed, and within months after graduation (in 1921) BENTON was at work for the greatest salesman of them all, up to that time.

Actually, he was reporting to his cousin Howard Williams, in Utica, N.Y., but he was indeed working for the father of scientific salesmanship, John H. Patterson, for whom Cousin Howard was a branch manager of the National Cash Register Company (NCR).

Patterson had created the concept of specialty salesmanship, developing a sales force that would operate in specified territories, aim at and achieve a specified quota of sales, and sell one product only by creating a need for the product in the mind of the prospects. Hitherto, "drummers" had carried samples or catalogs showing a line of varied products made by a number of manufacturers, and selling had been a combination of glib persuasiveness, personality, and the loyalty of a salesman's list of contacts.

The hiring of BENTON at Utica violated two precepts of Mr. Patterson: he was under 25, and he was a college graduate. Even so, BENTON took well to his new challenge, which included running the small Utica office—and that included sweeping it out each morning at eight.

In a little more than a year at Utica, BENTON learned much. He began to sell well enough to win, in his first month in the field, a pair of gold cuff links that were the President's Prize for March 1922 for any salesman who exceeded his quota. Too young to qualify for NCR special sales training classes, and too impatient to wait until the right age (25), BENTON took his impatience, his salesmanship, and his Yale-nurtured writing ability into the world of advertising.

Sales ability, honed by the NCR experience, played a major role in BENTON's meteoric rise in the advertising business. After a lowly start at the New York branch office of Chicago-based Lord & Thomas, he moved to the George Batten Company, where he became the youngest partner. In 1928 he became assistant general manager at Lord & Thomas in Chicago, then the pacesetter in American advertising, as well as the world's largest agency. In seven years he had come near the top, and in 1929, with his former assistant Chester Bowles (from whom he borrowed \$5,000 for the purpose) he formed the advertising agency of Benton and Bowles. Seven years later BENTON was a millionaire—at least on paper—having sold his share of the phenomenally

successful firm, which had become the largest single-office advertising agency in the world, to his partners for installment payments approximating \$1 million.

Benton and Bowles had flourished in the very teeth of the Great Depression because BENTON and his partners were able to demonstrate to prospective clients—to sell them on—the fact that they were genuinely, deeply, and competently concerned for the welfare of their clients. More importantly in terms of timeliness, they could demonstrate that they were sharply aware of how the depression was changing the marketing and advertising needs and opportunities of America.

After Benton and Bowles, WILLIAM BENTON embarked on only one business venture that had as its sole purpose the making of money. As an investment he acquired, for less than \$150,000, an obscure company that sent background music into restaurants and hotels over leased telephone lines. Even the sales manager for Muzak knew his market was saturated, but not BENTON, who could foresee tremendous potential for “music not meant to be listened to,” by selling it to business offices, airplanes, elevators, airports—anywhere there were people. He fired the satisfied sales manager, promoted the company’s one salesman who saw great opportunity in the business outside the traditional restaurant field, and held onto Muzak for some 20 thriving years before selling it at a profit of more than \$4 million—not to mention acquiring two presidents for Encyclopaedia Britannica who came up through the presidency of Muzak.

Few Britannica employees are unaware of what BENTON has on occasion called his greatest sale. This took place in BENTON’s fifth year as part-time vice-president of the University of Chicago, when he persuaded General Robert E. Wood, chairman of Sears, Roebuck and Company, to give the *Encyclopaedia Britannica* to the university.

It is said that a gifted salesman is a “soft touch” for another salesman. BENTON put in a year and more of fruitless effort to raise working capital for the encyclopedia so that the university could accept the gift. Finally he offered to put up the needed funds out of the last payment due him from Benton and Bowles. In relating these developments to a faculty meeting, the university’s chancellor, Robert M. Hutchins noted that “Vice-president BENTON has become the victim of his own propaganda.” The supersalesman—as supersalesmen do—had sold himself.

But when BENTON, in consequence of his assumption of financing Britannica, became its chairman and publisher, he turned his sales insights upon the product and company. Its world volume at that time was \$3 million.

He had previously been interested in a pioneering producer of educational films and he then acquired it for Britannica, and renamed it Encyclopaedia Britannica Films—with a canny eye to the promotion value of countless prospective repetitions of that name in the nation’s classrooms.

Then he turned his energy to resolving a personal frustration of many years. He delighted Mutchins and Professor Mortimer J. Adler—and dismayed his business-oriented colleagues—by proposing that Britannica bring out a full set of the *Great Books of the Western World*. That story is told everywhere in this magazine. However, what is significant to none here is that once the commitment had been made, BENTON's tough persistence which has characterized him in many a battle, set in. He felt the books ought to be published and that *they could be sold*. Despite major financial problems elsewhere in the company, the project—made viable, BENTON was persuaded, by the Syntopicon—went ahead, accompanied by early warnings of doom but also by eventual profits. BENTON was right: the Great Books could be sold. The book trade started out calling them "BENTON's folly"; they now agree that the quarter of a billion dollars in sales in 20 years make GB the greatest book publishing success of the century.

BENTON has denied he is an intellectual, but he will assert that he is "an expert on the care and feeding of intellectuals." He has never denied that he is a born and bred salesman. Indeed, he boasts that he is a salesman first and foremost, a salesman of ideas. He is, of course, also an expert on the care and feeding of salesmen.

The men and women selling the products of the Britannica companies sense this in the way he responds to them. When he ponders the lot of the salesman, he can remember the repeated rebuffs as well as the triumphs. He speaks from the heart when he expresses pride in his sales organizations.

In a company as large as Britannica—over \$200 million in sales last year—it is small wonder that not every employee and sales representative has a personal acquaintance with the powerful figure at the peak of the pyramid. But many, many EB managers have been startled and pleased—upon encountering him in a corridor or elevator or at a meeting—to have him respond to their sometimes hesitant self-introductions—usually something like this:

"Why, of course, I remember you! I recall when . . ." and on into a recounting some earlier triumph in their districts or divisions. Indeed, now that his tenure at the helm is measured by decades instead of years, such a response sometimes begins. "Yes, I remember your father very well. I remember when he . . ."

Because BENTON is impressed to this day with what he learned about the idea of specialty selling from old John H. Patterson of NCR, it is easy to envision him bemused and greatly pleased at an accolade similar to the one he cheerfully pays to Patterson. One such accolade came from John Y. Brown II, who sold the image of Colonel Sanders and Kentucky Fried Chicken and eventually was paid \$280 million for it. Brown met BENTON this summer and told BENTON that he attributes his success to the business and sales lessons he learned as a district manager for Britannica. (BENTON, himself, tells the story of their meeting, beginning on page 6).

It was, perhaps, the finest tribute EB's most famous former salesman could pay the publisher-proprietor of EB. Tributes, especially in recent years, have begun to flow to BENTON, some of them long overdue, in the opinion of many observers. Robert Hutchins paid him one in 1968 that a dinner audience at the University of Chicago endorsed with ringing applause.

The occasion was the university's awarding to BENTON of the first William Benton Distinguished Service Medal. Hutchins noted that BENTON had in his stewardship of the Britannica, taken "the risks inherent in offering people what they ought to have in the face of unanimous assurances that they did not want it and would not take it." He concluded, "The trouble is that he is unique. For the sake of the university, and Britannica, and the future of education, we must hope he will live a thousand years."

Those unanimous assurances cited by Hutchins were simply the "knowledge" of the nonsalesman that a given product or service "will never sell." A salesman takes such negative assurances in his stride along with other rebuffs; they make the next triumph sweeter.

So with BENTON, who can withstand the naysayers and stand with the salesman. The publisher's 30th anniversary is indeed the year of the salesman.



[From the New York Times, Mar. 19, 1973]

WILLIAM BENTON DIES HERE AT 73; LEADER IN POLITICS AND EDUCATION

(By Alden Whitman)

Former Senator WILLIAM BENTON of Connecticut, publisher of the Encyclopaedia Britannica and onetime Assistant Secretary of State, died early yesterday in his sleep in his apartment at the Waldorf Towers Hotel. He would have been 73 on April 1. His home was in Southport, Conn.

Mr. BENTON had been released from Lenox Hill Hospital on Feb. 26 after recovering from pneumonia.

A man who never seemed to operate at less than full tilt, WILLIAM BURNETT BENTON crammed at least five careers into his 70 years. He was, at various times, an advertising executive, a university vice president, a public servant and Senator and the head of a vast publishing empire. In all these careers, except politics, he wielded the Midas touch.

One example of Mr. BENTON's business acumen was the Muzak Corporation, which he picked up in an idle moment in 1939-40, when he was still with the University of Chicago. After expanding the company's operations and taking several millions out of it in dividends, he sold it in 1957 for \$4.35-million. But despite his undoubted feel for the marketplace, Mr. BENTON preferred to regard himself (and to be regarded) as a serious and dedicated educator and statesman.

In this respect he was chairman of the company that published and sold the Encyclopaedia Britannica, from which he and his family made a great

deal of money, much of it given to the William Benton Foundation. At the same time the company enriched the University of Chicago, a contractual beneficiary, by more than \$25-million in 25 years.

A friend and business partner was astonished by the ease with which Mr. BENTON made money, remarking that he "completely lacks the acquisitive instinct" and adding:

"You never saw a businessman spend less time thinking about money."

ANOTHER VIEWPOINT

Another associate of 20 years disagreed, saying:

"It's like a fellow playing 40 games of chess simultaneously. You could say you never saw a fellow spend so little time on a game of chess. But that wouldn't be the whole story."

In politics, which engaged Mr. BENTON from 1945, he was a liberal Democrat, whose record as Senator from Connecticut was highlighted by opposition to Senator Joseph R. McCarthy, the Wisconsin Republican and anti-Communist crusader.

In 1951, when Mr. McCarthy was at the apogee of his influence, Mr. BENTON introduced a resolution that, in effect, denounced his colleague as a liar and a thief and as unworthy to sit in the Senate. Hearings on this resolution led ultimately to Mr. McCarthy's censure in 1954, but by that time Mr. BENTON was out of the Senate, having been defeated at the polls in 1952. Mr. McCarthy's enmity was generally credited with helping in the defeat.

He tried several times thereafter for office, but, as one biographer put it, he was "never really one of the boys." Mr. BENTON, it was said, "simply does not react" to a person and an ambiance, and could rarely bring himself to utter a flattery. Less kindly observers said that he was such a fountain of ideas that he did not listen to the notions of others and was inclined more-over to be vain-glorious.

SON OF A CLERGYMAN

Mr. BENTON's background was religious and educational. Born April 1, 1900, in Minneapolis, he was the son of Charles William Benton, a Congregationalist clergyman and college professor, and the former Elma Hixson, a country school superintendent. His father died when he was 13, and his mother took the family to Montana to clear ground for a homestead.

BILL BENTON entered Yale on his second attempt and graduated in 1921. He worked his way through as a high-stake auction bridge player. While denying reports that he cleared \$25,000 a year, he told a friend that "it's a demonstrable fact that for 10 years I was one of the 10 or 20 best card players in the world."

On graduation he turned down a Rhodes Scholarship for a job as an advertising copywriter. This horrified his mother, who wrote her son, "if you won't go into a respectable profession, can't you at least be a lawyer?"

In advertising, he rose to become assistant general manager of Albert Lasker's Lord & Thomas agency in Chicago. He was earning \$25,000 a year when he left in 1929 to join Chester Bowles in forming Benton & Bowles with a capital of \$18,000. This agency, New York-based, attained annual gross billings of \$18-million by 1935, of which Mr. BENTON's share was \$250,000—a huge sum in the Depression.

MADE USE OF RADIO

Pioneering in market research and the use of radio as an advertising medium, Mr. BENTON was in part responsible for the Maxwell House "Showboat," the Palmolive "Beauty Box," "Gang Busters" and Fred Allen's "Town Hall Tonight." He has been credited with introducing the studio audience and signs to direct it to laugh or applaud, as well as commercials with sound effects.

"Up to then, you'd always had a commercial announcement, somebody stopping the show and talking, as though he were reading from a magazine," Mr. BENTON recalled. "I staged commercials, you could hear the spoons, people clinking cups of coffee, everything acted out. It was revolutionary; it was like the first girl standing on her head on the back of a horse."

It was Mr. BENTON, impressed with the local "Amos 'n' Andy" comic show in Chicago in 1929, who initiated its sponsorship on a national network by Pepsodent that made the show's characters, played by Freeman Gosden and the late Charles Correll, household words.

Mr. BENTON had determined to quit advertising when he was 35, and in 1935, he did, having by that time made \$1-million. Almost immediately, however, Robert M. Hutchins, his Yale classmate and president of the University of Chicago, persuaded him to become a vice president of the school. He held that post from 1937 to 1945 and helped the university pioneer in educational radio and educational movies. His radio program, "The University of Chicago Round Table," won several awards as an adult education show.

With characteristic self-regard, Mr. BENTON appeared on the show, talking about the common man, censorship, cartels, foreign relations and other topics on which he was able to brief himself with remarkable thoroughness.

"COOKING UP THINGS"

At Chicago, Mr. BENTON was, in effect, advertising a university. "BILL was what an engineering concern would call research and development," Mr. Hutchins said. "We worked on cooking up things, all kinds of measures, some of them successful, some of them abortions."

One of his greatest successes turned out to be the Encyclopaedia Britannica, which had been bought from its British owners after World War I by Sears, Roebuck & Co. In 1943 the mail-order house wanted to get rid of the publication and offered it to the university. Mr. BENTON put up \$100,000 in work-

ing capital for the acquisition and gave the school a beneficiary interest in the profits.

The salesmanship methods that Mr. BENTON employed over the years to push the encyclopedia and its associated enterprises—chiefly classroom films, a yearbook, a junior encyclopedia, an atlas and a dictionary—have been much criticized as “hard sell.” But there has been little question that they produced results. Nevertheless, in the judgment of a number of experts, the informational quality of the Britannica was greatly diluted under Mr. BENTON’s management. And at least one editor resigned in a huff over the volumes’ contents.

PUBLISHED “GREAT BOOKS”

Mr. BENTON not only defended the Britannica, but also expanded its related business by publishing the 54-volume “Great Books of the Western World” series and a companion 10-volume set called “Gateway to the Great Books.”

In 1964 the Britannica Company acquired the G. & C. Merriam Company, which publishes Webster’s Dictionary.

Administering his publishing realm, Mr. BENTON was accustomed to flying 75,000 miles a year to ginger up his underlings and to dictating up to 8,000 words a day of ideas and suggestions for his aides to execute. Recipients of these memos were amazed (and sometimes numbed) by their author’s fecundity and circumlocutions.

In 1971, in a joint venture with the Tokyo Broadcasting System, Mr. BENTON began publishing an international encyclopedia in Japanese.

He edged into public service in 1939 as an adviser to Nelson A. Rockefeller, then Coordinator of Inter-American Affairs. Out of this, and an interest in economics as a founder of the Committee for Economic Development, came his appointment in 1945 as Assistant Secretary of State for Public Affairs.

As Assistant Secretary, his post for two years, he organized the Voice of America broadcasts and was active in the establishment of UNESCO, the United Nations Educational, Scientific and Cultural Organization. During the Johnson Administration he was chief United States member of the UNESCO executive board with the rank of Ambassador.

He served last year on the educational platform committee at the Democratic Convention in Miami.

APPOINTED BY BOWLES

Mr. BENTON became a Senator by courtesy of his old business partner, Chester Bowles, who was Governor of Connecticut in 1949. Mr. Bowles appointed him to fill a vacancy, and then he won an election in 1950 for the rest of the term. His Senate record included a plea for a Fair Employment Practices Commission and a fight against McCarran Immigration Act as restrictive of the people of eastern and southern Europe. He voted for the legislation, however, when his appeals against it proved futile.

Out of office after 1952, he was identified with the Adlai E. Stevenson wing of the Democratic party and campaigned for Mr. Stevenson in 1956 and supported him again in 1960. The two were warm friends, and Mr. Stevenson was a frequent guest at Mr. BENTON's home in Southport, Conn.

From his student days, when he was editor of *The Yale Record*, Mr. BENTON was interested in art and in his friend Reginald Marsh in particular. By 1954, when Mr. Marsh died, Mr. BENTON had collected hundreds of his paintings, which centered on the vulgarities and vagaries of American life. Marsh, who has come to be recognized as a major artist, forms the richest part of Mr. BENTON's collection, which also includes works of Ivan Albright, Jack Levine, Bellows, Hassam and Kuniyoshi.

In 1972 the University of Connecticut named the William Benton Museum of Art in Mr. BENTON's honor. Later that year he gave his collection of Albright's medical sketches to the University of Chicago Medical School. In the same year he was named Chubb Fellow at Yale.

Mr. BENTON married Helen Hemingway, a Connecticut schoolteacher, in 1928. Also surviving are two sons, Charles and John; two daughters, Mrs. Helen Boley and Louise, and eight grandchildren.



[From the Washington Post, Mar. 19, 1973]

W. B. BENTON, EX-SENATOR, BUSINESSMAN, DIES

(By Martin Weil)

WILLIAM B. BENTON, 72, the longtime publisher of the *Encyclopaedia Britannica* who made a fortune in advertising as a young man and also served in the Senate, died yesterday at his apartment in New York City's Waldorf Towers.

A dynamic, driving man of broad interests and an innovative flair, he thrived on four or five hours of sleep while moving from advertising to successive careers in education, politics, publishing and public service.

In addition to his 1949-53 Senate service as a Connecticut Democrat, he had been an Assistant Secretary of State, (1945-47), U.S. Ambassador to UNESCO (1963-68), and chief U.S. delegate to many international conferences.

In the field of education, he served from 1937 to 1945 as vice president of the University of Chicago.

A legendary figure in the field of advertising, Mr. BENTON founded the Benton & Bowles agency with Chester Bowles, molded the modern radio commercial, and made a fortune.

With money earned from the sale of his advertising agency, he bought the Muzak Corp. in 1938 when it was economically depressed, and lifted it to prosperity.

A story Mr. BENTON told of his early days at Muzak would appear to be illustrative of his approach to many problems in many areas.

When he bought Muzak, it was heard only in hotels and restaurants in New York. It was thought of only as a substitute for live music, and that was the point of view of its staff of five salesmen.

Soon after Mr. BENTON bought the company, they told him that they had already won 80 per cent of the available business in New York.

"Why don't you put it in barber shops and doctors' offices?" asked Mr. BENTON.

"You can't," they answered.

Mr. BENTON asked whether all five thought that way.

Only one, the newest, said no.

"Well," said Mr. BENTON, "the other four of you guys had better quit . . . and I'll make this young man the sales manager. We'll take Muzak into new areas."

The company expanded and prospered and Mr. Benton sold it in 1957 for \$4,350,000.

WILLIAM BURNETT BENTON, who would have been 73 on April 1, was born in Minneapolis where his father was a professor at the University of Minnesota.

When he was 13 his father died and his school-teacher mother took him to Montana to stake a claim on one of the last tracts of public land available for homesteading.

Four years of clearing rocks from the arid soil of the family claim and summer work in later years on the Mesabi iron range in Minnesota are credited with helping develop the stamina for the 14-hour workdays to come.

After graduating from Yale in 1921 with an excellent academic record, Mr. BENTON turned a Rhodes scholarship down, and began his business career selling cash registers from the back of a truck.

The next year, he began work as an advertising copywriter. Named assistant manager of Chicago's Lord and Thomas agency in 1927, he was earning \$25,000 a year in 1929.

While walking home from the office one muggy May night, Mr. BENTON heard the same sound coming from dozens of open apartment windows. It was the Amos and Andy show.

Aware that Pepsodent toothpaste, one of Lord and Thomas' clients, was having a bad year, Mr. BENTON decided on a remedy. Lord and Thomas bought "Amos and Andy" for Pepsodent to sponsor.

It worked. Amos and Andy became a growing national sensation, and Pepsodent sales boomed.

On July 15, 1929, Mr. BENTON left Chicago to set up his own firm. Although the stock market crashed and the depression began Benton & Bowles put its clients on radio, won a reputation for creativity, and went on to flourish.

On one of the most successful programs the firm produced, the "Maxwell House Showboat," Mr. BENTON began the conversion of the commercial from an unadorned announcement into a theatrical performance.

On the program, the showboat's captain drank the sponsor's coffee and smacked his lips. Listeners hear the coffee cups clinking and the coffee gurgling as it was poured.

To what Mr. BENTON once called his "eternal regret," actors and action had entered commercials.

In 1936, while earning nearly \$500,000 a year, Mr. BENTON sold out, later explaining that "after 35 it's too late to get a running start in something new. At 35 a man is still able to tackle anything."

In 1943, while at the University of Chicago, he bought the Britannica, arranging for royalties to go to the university.

As assistant secretary of state for public affairs beginning in 1945, he began using Voice of America broadcasts, which had begun in wartime, to tell the story of America to the postwar world.

Appointed to the Senate in 1949 by Chester Bowles, then Connecticut's governor, to fill the seat of a Republican who had resigned, he spoke in favor of fair employment and against discrimination.

One of the first senators to challenge Sen. Joseph R. McCarthy, he called on Aug. 6, 1951, for the expulsion of the controversial Wisconsin Republican, accusing him of weaving a "pattern of fraud and deceit."

Although Mr. BENTON won a 1950 special election for the remainder of the unexpired term, he was defeated in a 1952 race for the full term, in part, it was believed because of his opposition to McCarthy.

Mr. BENTON's survivors include his wife, Helen, four children and eight grandchildren.



[From the Evening Star, Mar. 19, 1973]

WILLIAM BENTON, Ex-SENATOR, ENCYCLOPEDIA PUBLISHER, DIES

NEW YORK.—Former Senator WILLIAM BENTON of Connecticut, publisher of the Encyclopaedia Britannica and onetime assistant secretary of State, died yesterday in his sleep in his apartment at the Waldorf Towers Hotel.

He was 72, and lived in Southport, Conn.

Mr. BENTON had been released from Lenox Hill Hospital on Feb. 26 after recovering from pneumonia.

Mr. BENTON was, successively, an advertising executive, a university vice president, a public servant and a senator and the head of a vast publishing empire.

In all these careers, except politics, he wielded the Midas touch.

MUZAK A SIDELINE

One example of his business acumen was the Muzak Corp., which he acquired almost incidentally in 1933-40, when he was still with the University of Chicago. After expanding the operation and taking several million out in dividends, he sold it in 1957 for \$4,350,000.

But despite his undoubted feel for the marketplace, Mr. BENTON preferred to regard himself (and to be regarded) as a serious and dedicated educator and statesman.

He was chairman of the company that published and sold the Encyclopaedia Britannica, from which he and his family made a great deal of money, much of it given to the Benton Foundation. At the same time, the company enriched the University of Chicago, a contractual beneficiary at Mr. BENTON's initiative, by more than \$25 million in 25 years.

Mr. BENTON had arranged to acquire the encyclopedia as a gift to the university, but after some other officers resisted, he used his own money to acquire it, and arranged for the university to receive royalties.

CHALLENGED M'CARTHY

In politics, Mr. BENTON was a liberal Democrat whose record in the Senate was highlighted by opposition to Senator Joseph R. McCarthy, the Wisconsin Republican and anti-Communist crusader.

In 1951, when McCarthy was at the apogee of his influence, Mr. BENTON introduced a resolution that, in effect, denounced his colleague as a liar and a thief unworthy to sit in the Senate. Hearings on this resolution led ultimately to McCarthy's censure in 1954, but by that time Mr. BENTON was out of the Senate, having been defeated in 1952. McCarthy's enmity was generally credited with helping in the defeat.

He was appointed to the Senate in 1949 by Chester Bowles, then governor of Connecticut, to fill out an unexpired term. He and Bowles had years earlier founded an advertising agency that became the sixth largest in the world. He won election to the remainder of the Senate term in 1950 but was defeated two years later.

A HOMESTEAD, THEN YALE

He tried several times thereafter for office, but, as one biographer put it, he was "never really one of the boys." Mr. BENTON, it was said, "simply does not react," and could rarely bring himself to utter a flattery. Less kindly observers said he did not listen to the notions of others and was inclined, moreover, to be vainglorious.

Mr. BENTON was born April 1, 1900, in Minneapolis, the son of a Congregationalist clergyman and college professor and a county school superintendent. His father died when he was 13, and his mother took the family to Montana to clear ground for a homestead.

He entered Yale University on his second attempt, and graduated in 1921. He worked his way as a high-stakes auction bridge player. While denying reports that he cleared \$25,000 a year, he told a friend that "it's a demonstrable fact that for 10 years I was one of the 10 or 20 best card players in the world." On graduation he turned down a Rhodes Scholarship to take a job as an advertising copywriter.

He rose to become assistant general manager of Albert Lasker's Lord & Thomas agency in Chicago and was earning \$25,000 a year when he left in 1929 to join Bowles in forming Benton & Bowles with a capital of \$18,000.

That agency, New York based, attained annual gross billings of \$18 million by 1935, of which BENTON's share was \$250,000—a huge sum in the Depression.

A PIONEER IN RADIO

Pioneering in market research and the use of radio as an advertising medium, Mr. BENTON was in part responsible for the Maxwell House "Showboat," the Palmolive "Beauty Box," "Gang Busters" and Fred Allen's "Town Hall Tonight." He has been credited with introducing the studio audience and signs to direct it to laugh or applaud as well as commercials with sound effects.

It was Mr. BENTON, impressed with the local "Amos 'N' Andy" radio show in Chicago in 1929, who initiated its sponsorship on a national network by Pepsodent. The show's characters, played by Freeman Gosden and the late Charles Correll, became household words.

Mr. BENTON had determined to quit advertising when he was 35, and in 1935 he did, having by that time made \$1 million. Almost immediately, however, Robert Hutchins, his Yale classmate, and president of the University of Chicago, persuaded him to become a vice president of the school. He held that post from 1937 to 1945, and helped the university pioneer in educational radio and educational movies. His radio program, "The University of Chicago Round Table," won several awards as an adult education show.

STATE DEPARTMENT SERVICE

Mr. BENTON was appointed an assistant secretary of State for public affairs in 1945. Although he served only two years, he participated in a number of major developments including the founding of the Voice of America.

He was also involved in the birth and growth of UNESCO, the United Nations Education, Scientific and Cultural Organization, and he served as the first U.S. ambassador to UNESCO, from 1961 to 1964.

Survivors include his widow, the former Helen Hemingway; four children, Helen Boley of Winnetka, Ill.; Louise and John Benton of Chicago; and

Charles Benton of Evanston, Ill., and eight grandchildren. A memorial service will be held Wednesday at Trinity Parish Episcopal Church, Southport, Conn.



[From the Waterbury Republican, Mar. 19, 1973]

FORMER SENATOR BENTON SUCCUMBS IN NEW YORK

NEW YORK.—WILLIAM BENTON, chairman of the board of the Encyclopaedia Britannica and a former U.S. Senator and advertising executive, died Sunday at his Waldorf Towers apartment. He would have been 73 on April 1.

BENTON, who enjoyed success in both the public and private sectors, had been recuperating after being hospitalized for five weeks with pneumonia. He also had homes in Phoenix, Ariz., and Southport, Conn.

BENTON was a cofounder of the Benton and Bowles advertising agency and its success made him a millionaire. He served as an assistant secretary of state under President Harry S. Truman and organized the first major American program for peacetime international education and information.

During World War II he helped form the Committee for Economic Development that was instrumental in the economic reconstruction of Europe following the war.

His Senate term was 1949-53.

BENTON was born in Minneapolis, Minn., in 1900. As a teen-ager he went with his widowed mother to homestead in Montana. He graduated from Yale University in 1921.

With Yale classmate Chester Bowles, he founded the Benton and Bowles agency in 1926. Despite the depression, it had grown into the sixth largest agency in the world when he sold his interest in 1935.

He next turned to the University of Chicago where another Yale classmate, Robert M. Hutchins, was president. BENTON became a vice president and while there arranged to acquire the Encyclopaedia Britannica as a gift to the school.

Because the project was resisted by some other officers, BENTON used his own money to acquire the encyclopaedia and arranged for the university to receive the royalties on all sales. The school has received about \$45 million since 1943.

In 1942, Mr. BENTON and Paul Hoffman, who was later to head the Marshall Plan, formed the Committee for Economic Development which helped rebuild Europe. It still exists as a foreign development commission.

BENTON was appointed an assistant secretary of state for public affairs in 1945. Although he only served two years, he participated in a number of major developments including the founding of the forerunner of the present U.S. Information Agency.

He was also involved in the birth and growth of UNESCO, the United Nations Education, Scientific and Cultural Organization.

He served as the first U.S. ambassador to UNESCO from 1961 to 1964.

BENTON had returned to private life in 1947 but was back in public service in 1949 when Bowles, then governor of Connecticut, appointed him to fill the unexpired term of Sen. Raymond Baldwin who resigned.

His appointive status ended a year later but he won a statewide election for the remainder of the term, becoming only the second Democrat since the Civil War to be elected from the state in a nonpresidential year. He was defeated in the 1952 election.

In the most dramatic episode of his Senate career, BENTON called on Aug. 16, 1951, for the expulsion of Sen. Joseph McCarthy, R.-Wis., charging that he had been guilty of a "pattern of fraud and deceit" in his red-hunting.

After leaving the Senate, BENTON devoted himself to his educational and public interests.

Survivors include his widow, the former Helen Hemingway; four children, Helen Boley of Winnetka, Ill.; Louise and John Benton of Chicago; and Charles Benton of Evanston, Ill., and eight grandchildren.

Funeral arrangements were pending.



[From the Hartford Times, Mar. 19, 1973]

BENTON IS REMEMBERED AS A MAN OF COURAGE

Political veterans in Connecticut recalled today how the late WILLIAM BENTON, a freshman senator and newcomer to big league politics, stood up to the free-swinging terror of his time, the late Sen. Joseph R. McCarthy of Wisconsin.

It was BENTON's call for McCarthy to resign at the height of his alleged search for Communist infiltrators in the United States that people in public life remembered most about BENTON, who died yesterday.

"His stand against McCarthy was one of the most courageous in the history of the Senate," said Democratic State Chairman John M. Bailey today.

Bailey called BENTON "one of the great men of this country." Bailey, who had hoped for appointment to the Senate when it went to BENTON in 1949, was also state chairman that year.

"We mourn the passing of this gentle giant of our times who, with undaunted courage in pursuit of justice and decency in an era of fear and silence, will be a living memory," said U.S. Rep. Ella T. Grasso.

Former Gov. John N. Dempsey, also recalling BENTON's 1951 charge that McCarthy was dealing in "fraud and deceit," said BENTON will be remembered as "an outstanding senator."

Former State Insurance Commissioner Robert F. Claffey of Hartford, who had the assignment of teaching BENTON the political ropes, called the one-time business executive "the best friend I ever had."

The Benton-Claffey relationship developed when Claffey was asked by Bailey to steer BENTON through the strange waters of state politics after former Gov. Chester Bowles named his old advertising company associate to the Senate.

BENTON's "conversion" to reform in the Democratic party and his acceptance of what was new impressed Mrs. Anne Wexler of Westport, one of the leaders of that movement.

"He was just an extraordinarily modern man," she said today. "He was extremely flexible."

Mrs. Wexler had approached BENTON early in 1970, seeking support for Joseph D. Duffey in his bid for the Senate nomination. BENTON explained that he was committed to Alphonsus Donahue of Stamford. But later Mrs. Wexler said BENTON became one of Duffey's most active supporters when the Hartford man secured the nomination.

National Committeewoman Beatrice H. Rosenthal of Waterford knew BENTON as a man of "great integrity of character—one of the most vocal during the McCarthy episode."

She remembered him as always the same in his friendship, punctual at meetings, an unaffected intellectual and generous to this state.

Bowles, who founded an advertising agency with BENTON, was in India at the time of his colleague's death. Sen. Abraham A. Ribicoff, another close political ally, was out of the state on vacation.

U.S. Rep. William R. Cotter of the state's First Congressional District said he "was privileged to have Senator BENTON as a friend. I hope his family can take comfort in the knowledge that he was a true humanitarian in his personal and public life."

The former president of the University of Connecticut, Dr. Homer D. Babbidge Jr., said BENTON had been a "dedicated and enlightened trustee of the university." Babbidge said the late senator had been motivated by his sense of the public good in all of his business, political and philanthropic endeavors.



[From the New Haven Journal-Courier, Mar. 19, 1973]

EX-SENATOR, EXECUTIVE, WILLIAM BENTON IS DEAD

NEW YORK.—WILLIAM BENTON, chairman of the board of the Encyclopaedia Britannica and a former advertising executive and U.S. senator from Connecticut, died Sunday at his Waldorf-Towers apartment. He would have been 73 on April 1.

Mr. BENTON, who enjoyed success in both the public and private sectors, had been recuperating after being hospitalized for five weeks with pneumonia. He also had homes in Phoenix, Ariz., and Southport, a section of Fairfield, Conn.

Mr. BENTON was a cofounder of the Benton and Bowles advertising agency and its success made him a millionaire. A Democrat, he served as an assistant secretary of state under President Harry S Truman and organized the first major American program for peacetime international education and information.

During World War II he helped form the Committee for Economic Development that was instrumental in the economic reconstruction of Europe after the war.

Mr. BENTON was born in Minneapolis, Minn., in 1900. As a teen-ager he went with his widowed mother to homestead in Montana. He was graduated from Yale University in 1921.

While at Yale, he edited the Yale Record, and was a member of the Student Army Training Corps. In 1928, he married Helen Hemmingway of New Haven, and they had four children.

With Yale classmate Chester Bowles, he founded the Benton and Bowles advertising agency in 1926. Despite the depression, it had grown into the sixth largest such agency in the world when he sold his interest in 1935.

Bowles was later elected governor of Connecticut, and appointed Mr. BENTON to the U.S. Senate in 1949 to fill the unexpired term of Raymond E. Baldwin, who resigned. Mr. BENTON's Senate term expired in 1953.

At the University of Chicago, where another Yale classmate, Robert M. Hutchins, was president, Mr. BENTON became a vice president and while there arranged to acquire the Encyclopaedia Britannica as a gift to the school.

Because the project was resisted by some other officers, Mr. BENTON used his own money to acquire the encyclopaedia and arranged for the university to receive the royalties on all sales. The school has received about \$45 million since 1943.

In 1942, Mr. BENTON and Paul Hoffman, who was later to head the Marshall Plan, formed the Committee for Economic Development which helped rebuild Europe. It still exists as a foreign development commission.



[From the Bridgeport Telegram, Mar. 19, 1973]

WILLIAM BENTON DIES AT 72; FORMER SENATOR

WILLIAM BENTON of Southport, chairman of the board of the Encyclopaedia Britannica and a former U.S. senator and advertising executive, died Sunday at his Waldorf Towers apartment in New York City. He would have been 73 on April 1.

BENTON, who enjoyed success in both the public and private sectors, had been recuperating after being hospitalized for five weeks with pneumonia. He also had a home in Phoenix, Ariz.

A memorial service will be held Wednesday at 3:30 p.m. in Trinity Episcopal Church, Southport. Private cremation will follow.

BENTON was a cofounder of the Benton and Bowles advertising agency and and its success made him a millionaire. He served as an assistant secretary of state under President Harry S. Truman and organized the first major American program for peacetime international education and information.

During World War II he helped form the Committee for Economic Development that was instrumental in the economic reconstruction of Europe following the war.

A Democrat, he served in the Senate from Connecticut in 1949-53.

BENTON was born in Minneapolis, Minn., in 1900. As a teenager he went with his widowed mother to homestead in Montana. He graduated from Yale university in 1921.

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He was also involved in the birth and growth of UNESCO, the United Nations Education, Scientific and Cultural Organization.

ENVOY TO UNESCO

He served as the first U.S. ambassador to UNESCO from 1961 to 1964.

BENTON had returned to private life in 1947 but was back in public service in 1949 when Bowles, then governor of Connecticut, appointed him to fill the unexpired term of Sen. Raymond Baldwin who resigned to go on the State Supreme Court bench.

His appointive status ended a year later but he won a statewide election for the remainder of the term, becoming only the second Democrat since the Civil War to be elected from the state in a nonpresidential year. He was defeated in the 1952 election by William A. Purtell.

As a United States senator from Connecticut, BENTON served on the Banking and Currency committee, the Rules committee, the Select committee on Small Business; and the Joint Committee on the Economic Report.

His first speech on the floor of the Senate came in 1950 when he spoke in behalf of the Fair Employment Practices commission. His belief in equal opportunity was highlighted by his opposition to the McCarran act which he argued, discriminated against the people of Eastern and Southern Europe.

SOUGHT M'CARTHY OUSTER

In the most dramatic episode of his Senate career, BENTON called on Aug. 16, 1951, for the expulsion of Sen. Joseph McCarthy, R-Wis., charging that he had been guilty of a "pattern of fraud and deceit" in his red-hunting. McCarthy was censured by the Senate in 1954.

After leaving the Senate, BENTON devoted himself to his educational and public interests.

The author of three books, Mr. BENTON also contributed several hundred articles to major magazines.

One of his books, "The Voice of Latin America", was a report on his travels in South America with Adlai Stevenson, a close friend, and displayed BENTON's lifelong concern with education.

In addition, BENTON served on the Platform committee of the 1952, 1956 and 1964 Democratic national conventions.

A trustee of the University of Bridgeport, he was also a trustee of the American Shakespeare Festival theater; the Wadsworth Atheneum; and the Noah Webster House Foundation. He also was a lifetime trustee of the University of Chicago and a trustee of Brandeis and Hampton universities and a former trustee of the University of Connecticut where the university's art museum was renamed for him last year. He received honorary degrees from Notre Dame, Dartmouth, Brandeis, and Knox and Carleton Colleges.

Survivors include his widow, the former Helen Hemingway; four children, Helen Boley of Winnetka, Ill.; Louise and John Benton of Chicago; and Charles Benton of Evanston, Ill., and eight grandchildren.

Mr. JACKSON. Mr. President, last month, an American of tremendous stature passed from our midst. WILLIAM BENTON, a U.S. Senator from Connecticut from 1949 through 1952, finished a life that was replete with great moments in business, in politics and in public service.

In 1949, when he was appointed to the Senate by his longtime associate, Governor Bowles, WILLIAM BENTON wrote Richardson Dilworth of Philadelphia of his appointment:

I hope I never regret the plunge I am now making. I have led too many lives (He had been an advertising genius, university vice president, ency-

clopedia publisher and Assistant Secretary of State), and I am sure this will not be my last. I sometimes think of Oscar Wilde's "he who lives more lives than one, more deaths than one must die."

Throughout his life, which included immense business success at an early age, WILLIAM BENTON could not be forced into a mold. Sometimes seen as stubborn or obtuse, he was a man of huge integrity and courage, of dedication and daring. He was a public servant of real stature.

His period in the Senate was short lived, but he sounded an early warning of the antics of Senator Joseph McCarthy of Wisconsin. His warning came at a time when few were speaking up.

To his last days he cherished his Senate memories. His longtime associate, Bruce Felknor, told me:

Rare was the week in which he would not comment to some employee, aide, friend or family member to the effect that membership in the Senate of the United States was the greatest job in the world.

WILLIAM BENTON died in his apartment in New York last March 18. I have lost a good friend, and this country has lost a man of courage and leadership.

Mr. RIBICOFF. Mr. President, Chester Bowles, a former Governor of Connecticut and U.S. Representative and distinguished Ambassador to India was one of BILL BENTON's closest associates. Mr. and Mrs. Bowles were visiting India at the time of Senator BENTON's death. The tributes to Senator BENTON could not be complete without that of Ambassador Bowles, so I ask unanimous consent that his statement, released in New Delhi on March 18, be included in the Record at this time.

The news of BILL BENTON's death has just reached me here in India. BILL and I were associated in business and public life for nearly 50 years and his death comes as a great shock to me and my family. His record in the U.S. Senate and in many educational enterprises in which he participated has earned him the admiration of people throughout the world. His political courage, his generosity, his keen intelligence and his undying efforts for a better life for all people will long be remembered.

Mr. MCINTYRE. Mr. President, the untimely passing of Senator WILLIAM BENTON of Connecticut was a shock to all of us who had the

privilege of knowing and admiring this dedicated and able leader. He will be missed.

My heartfelt condolences go to his lovely wife, Helen, and his son, Charles.

My colleague, Senator Percy, has recently read into the Record WILLIAM BENTON's witty and good-humored remarks at the University of Chicago when he was awarded the first William Benton Medal (Apr. 3, 1973, p. S6405). BILL BENTON spoke of "the real story of BILL BENTON, a tactless, not too likeable fellow who all his life has worked much harder than necessary trying to make ends meet."

Mr. President, I am pleased to recall that a distinguished institution of higher education in my own State of New Hampshire and my own alma mater, Dartmouth, took up Senator BENTON's good-hearted spoof of himself in the course of awarding him the honorary degree of doctor of laws in the same year, 1968.

As President Dickey draped the hood over his shoulders, he recited:

It is not merely your having been born on April 1 or even your editorship of *Humor* at Yale that makes you slightly suspect as the author of "The Real Story of BILL BENTON," a character who in your words, "all his life has worked much harder than necessary to make ends meet." First it was cash registers peddled from a truck, then "Certo" sold by radio until ends were so well met that at 36 you retired to be vice president of the University of Chicago whose ends also had need to meet. Purchasing what the university declined to be given, you became the publisher of the *Encyclopaedia Britannica* and thereby the master peddler of all man's knowledge. And there were other ends yet to be met as assistant secretary of state, United States senator, and as ambassador to UNESCO. Along the way you became a notable patron of America's art and an equally notable critic of Khrushchev's communism, the first McCarthy's anti-communism, and of De Gaulle's grandeur. Today as *Britannica* celebrates 200 years of sustained effort to tell all, Dartmouth salutes you as a Doctor of Laws whose service to man's need to know has transcended both reward and duty.

The "cash registers" cited by Dr. Dickey refers to the fact that young BENTON was, briefly, a salesman for National Cash Register, and the "Certo" to a product advertised from rags to riches during the great depression by the advertising agency of Benton & Bowles. Throughout his varied careers after he retired from advertising at 36, a self-made millionaire, BILL BENTON was a relentless public servant, and

a missionary for education and culture. His career in the Senate was brief, but unforgettable, as my distinguished colleagues from Arkansas and others have observed. And indeed that career has not been forgotten.

Mr. President, I ask unanimous consent that a few of the messages of condolence that Mrs. Benton has received from former Members of both Houses be printed in the Record.

WASHINGTON, D.C.,
March 21, 1973.

Mrs. WILLIAM BENTON,
Waldorf Astoria Hotel,
New York, N.Y.

DEAR MRS. BENTON: Mrs. Morse and I want you to know how sad we are as a result of the loss of BILL.

He not only over the years was a generous benefactor of mine, but he was one of my cherished, biased friends. As I have often said, there isn't anything more precious than a biased friend, because such a friend stays with you through thick and thin. BILL BENTON was such a friend of mine.

Mrs. Morse and I extend to you and your family our deepest sympathy.
Cordially,

WAYNE MORSE.

WASHINGTON, D.C.,
March 24, 1973.

Mrs. HELEN BENTON,
Mr. CHARLES BENTON,
Care of *Encyclopaedia Britannica*,
New York, N.Y.

DEAR HELEN AND CHARLES: The news of BILL's death has placed a pall over all of the landscape both mental and physical. Emily and I feel for you deeply. BILL was not only a good personal friend, but a marvelously useful citizen.

In the 1930's when he was Vice President for the University of Chicago charged with raising money, he defended me against the establishment who wanted me fired. He did so without knowing me nor under any personal obligation. He and (Robert M.) Hutchins saved my job and I have never ceased to remember it. Then when we came to the Senate he made his Arizona home available to us twice when I needed it badly to recuperate from the strain of conflict. Later on he put his apartment in the Waldorf and, I think, the Sherry Netherland at our disposal and made our New York stay more worthwhile. In my final and fatal campaign in 1966 he gave me money at an early stage and helped me very much.

He would not accept thanks for any of this and he seemed embarrassed when we tried to thank him, but he was a crucial supporter and a stalwart friend through thick and thin.

On the side he did a large number of useful acts. His gifts to the University of Chicago out of the profits of the Encyclopaedia Britannica were the largest of any except for John D. Rockefeller and BILL did it quietly. He raised the level of publishing by his purchase and use of Praeger and he made not only several million dollars by developing Muzak, but he raised the level of popular programs of music. He befriended Hubert Humphrey by putting him on the Encyclopaedia board and made him really financially independent. More than anyone else he was responsible for the downfall of Joseph McCarthy.

He was my friend. We shall miss him in many ways, but the world is better for his living. He was very fond of you both—proud of Charles and loving toward Helen and your loss is by far the greatest of anyone. God bless you both.

Faithfully yours,

PAUL H. DOUGLAS.



PARIS,

March 24, 1973.

DEAR MRS. BENTON: I just wanted to let you know my personal feeling of loss on learning of Senator BENTON's death.

My admiration for him was unlimited, as was my affection. He helped me so many times and in so many ways. All of us who had the opportunity to come into contact with him will miss him.

Sincerely yours,

PIERRE SALINGER.



BOSTON, MASS.,

March 24, 1973.

DEAR MRS. BENTON: It is with deep regret that I have learned of the death of your beloved and distinguished husband, who was my close and valued friend for years; a great American and outstanding legislator, and by his nobility of character was truly "one of God's Noblemen."

My friendship and respect for your dear husband was deep and profound.

I convey and express to you and your daughters and sons, and other loved ones, my deep sympathy in your bereavement.

I feel most keenly for you and your loved ones in your great loss and sorrow.

Very sincerely yours,

JOHN M. McCORMACK.

WASHINGTON, D.C.,

March 25, 1973.

DEAR MRS. BENTON. This is to let *you know of my deepest sympathy in the* passing of my dear friend and greatly admired friend, your beloved husband. As one of his colleagues in the Congress, I regarded him as one of our most courageous and useful members. I also appreciated the fact that in private life he continued to serve nobly the many causes in which he believed.

Sincerely

BROOKS HAYS.



TRIBUTE TO THE LATE SENATOR
WILLIAM B. BENTON

WASHINGTON, D.C.,

April 10, 1973.

BILL BENTON will be long remembered for his many innovations in business and publishing affairs.

But the greatest tribute that any Senator, past or present, can pay to Senator BENTON, is of his courage to protect the Senate as a place where truth could counteract the forces of falsehood and slander could be put down by facts.

Senator BENTON demonstrated this strong sense of courage as he rapidly attacked those who would use the communist smear to destroy freedom of expression on the floor of the Senate.

He was unafraid of those who would try to use the tar brush of communism to block progressive and patriotic proposals advocated in the Senate.

BILL BENTON strongly deserves recognition as a man who had the dedication, fortitude and ability to communicate with the millions of Americans who were anxious to preserve our Democratic form of government.

I am happy to add my personal tribute to Senator BENTON to those of his widespread acquaintances throughout the United States as a result of his courageous work in the Senate.

A. S. MIKE MONRONEY,

U.S. Senate, Retired.

Mr. PROXMIRE. Mr. President, I did not have the honor of serving in the U.S. Senate with WILLIAM BENTON. Yet his brilliant career in business, in education, in Government could not escape me as it could not escape others.

He was a man who knew hard work, despite his background; who knew the business world as few men have, serving it through advertising and entertainment; who knew monetary success, but yet was will-

ing to give up moneymaking to devote himself to other careers—higher education, publishing, Government service, and public office.

Senator BENTON was, indeed, a remarkable man, an honorable man, a courageous man.

Mr. President, Senator BENTON showed courage in a way that will long be remembered in Wisconsin. In an editorial shortly after his death, the Milwaukee Journal reminded its readers about that courage. I ask unanimous consent that the editorial be printed in the Record.

WILLIAM BENTON

A 22 year old memory of one of the finest hours of courage and conscience in American politics is freshened, though in sad context, by the recent death of WILLIAM BENTON. For it was he, as a freshman senator from Connecticut, who scorned the consequences to himself by taking the Senate floor on Aug. 6, 1951, to demand the expulsion of the fearsome, marauding, witch hunting senator from Wisconsin, Joseph R. McCarthy. The brave act, mostly unappreciated at the time, did cost BENTON his seat in the 1952 election, but his true accusations of fraud and deceit were the first triggering of McCarthy's eventual downfall, three years later, and the final discrediting of "McCarthyism."

That is far from the whole story of BENTON's distinguished contribution to the uplifting of American society. Having made an early fortune as a founder of the famous Benton & Bowles advertising firm, he "retired" from it at 35 and pursued a notable career of public service, in politics, diplomacy and scholarship, for 37 more years, until he died. Before his Senate term he led the development of adult education by radio at the University of Chicago and was an assistant secretary of state. He later became a leader of UNESCO, of the Committee for Economic Development and the Fair Campaign Practices Committee. He wound up as publisher of the Encyclopaedia Britannica. But he will mainly be recorded in history as the politician who dared to call the first shot against the McCarthyist menace to his country.

Mr. PELL. Mr. President, the death of WILLIAM BENTON last March 18, 2 weeks short of his 73d birthday, deprived our society of a fascinating man, who, while he had life, was in many ways, larger than life. I came to know him well when we were once both members of the Platform Committee for a Democratic Convention; in those trying hours, and in subsequent calmer situations, I came to respect him as a person and value him as a friend.

BILL BENTON was, of course, a proper legend, but his contributions were so varied that it is possible some of them may, in this time of sadness and recollection, be overlooked.

I shall talk for a moment of one facet of his life not as well known as some of his others—and that is as a patron of the arts, a phrase he never used to describe himself; he would have considered it somewhat too grand; yet patron of the arts is what he was.

As a student at Yale he became the friend of Reginald Marsh, a year ahead of him and not yet inclined toward the world of painting, at which both of Marsh's parents had won distinction. A few years later, while the Benton and Bowles advertising agency was forging its stunning success during the Great Depression, and Marsh was just beginning to paint in earnest, BILL BENTON became a benefactor and contributed significantly to his maintenance. At his friend's death, two decades later, BENTON bought from Marsh's widow half of the paintings remaining in his estate; at the time of his own death last month, BILL BENTON still owned hundreds of Marshes. And these constituted only a portion of the host of American canvasses in his collection.

BILL BENTON was an unusual collector. His holdings were entirely of American painters in the first half of the 20th century. Yet this fact reflects neither chauvinism nor concentration upon any particular school. He once said:

I would like to own works by the French impressionists, but they have been so expensive that their purchase has become a kind of business, full of detective work to make sure they are actually the works of the artists whose names they bear, I have no time to spare for that kind of business. American art, by contrast, has been easy to buy. It has been undervalued; the prices are low for 20th century art and there are no forgeries.

This mixture of appreciation, sensitivity, impatience, and pragmatism was peculiarly and authentically WILLIAM BENTON.

Although he denied it, he was unpredictable. Not once, but on several occasions he discovered an artist previously unknown to himself in a gallery, and showed his admiration tangibly, indeed extravagantly. Thus, in a gallery where he "discovered" Jack Levine, he

bought every unsold Levine in the place. In succeeding years he continued to buy the painter's work.

Reginald Marsh was BENTON's friend before the one painted or the other bought. Levine also became his friend.

Ivan Albright was another artist who discovered the extraordinary qualities of WILLIAM BENTON. BENTON became so taken with Albright's work that he made the artist a standing offer, to buy, sight unseen, every work he turned out. Late in his life BENTON gave to the University of Chicago Medical School a unique collection of surgical illustrations by Albright as an Army medical illustrator in World War I.

Of George Bellows and others, BENTON once wrote—

I'm crazy about Bellows, and I own a half dozen of his paintings. I own between 5 and 10 Tom Bentions, between 5 and 10 Childe Hassams, 3 Isabel Bishops—

And so on.

BILL BENTON was consistently generous with his holdings. He owned five paintings by Robert Henri, and gave one of them to the White House. Another, I am happy to say, he gave to my alma mater, Princeton University; it was Henri's portrait of Woodrow Wilson, our former President, who also served as president of Princeton. This painting now hangs in the president's office at Princeton. BILL BENTON gave many paintings—naturally and appropriately, by American artists—to the Department of State, to be hung in American Embassies around the world. He also loaned his own works freely; indeed, for Japan's Expo '70, he sent 70 of his paintings, selected to make the show as representative as possible, to hang in the American pavilion there.

Shortly after the beginning of his career as a collector, BILL BENTON became involved with a quite different collection of American art. This collection was winning highly favorable attention in foreign capitals. BENTON had just become Assistant Secretary of State, and it fell his lot to explain to a House investigating committee certain nonrepresentational American paintings in the show, which was traveling in Europe just after World War II, and which had been

assembled by the State Department—wholly unknown to BENTON. It had been unknown, too, to Secretary of State George C. Marshall, whose comment was, "It must be very good art, because I cannot understand it," and to President Truman, who described it as "ham and egg art."

In that hysterical period many of the artists responsible for this collection appeared on the Attorney General's list of persons suspected of Communist affiliations. BENTON, under grilling by the committee chairman, was repeatedly pressed to explain or interpret various abstractions. He repeatedly demurred, saying—

I would hate to pass judgment on any of these pictures, Mr. Chairman.

Of one particularly obscure canvas, the chairman demanded—
Aren't you horrified yourself?

Assistant Secretary BENTON responded—

I would not use the word "horrified" . . . I would say "art."

BENTON eventually and regretfully was forced to dismantle the show. He sent an assistant to the sale to bid on a number of the paintings, including a Pollack and a Kuniyoshi which he particularly craved. But the bids he authorized did not go high enough, and he was able to acquire neither. He was never able to satisfy his desire for a Pollack, but he later did own several Kuniyoshis.

Wholly coincidentally, a few years earlier, BENTON had sponsored the assembly of a Britannica collection, of some 130 canvases built around several paintings which had been created to illustrate the Encyclopaedia Britannica articles, and this collection successfully toured the United States for a number of years.

All of these exhibitions were of contemporary American painters. Few of the paintings were abstract. Although he owned a number of abstractions, and craved a Pollack to the day he died, he preferred in general, representational art. A few years ago he wrote to a friend—

When I look at my watercolor by Hopper, I then look with contempt at most of the paintings in the current galleries. This does not mean that I am wholly against . . . abstract art. I own a couple of Helikers and a couple of Rattners. . . .

BILL BENTON's apartment at New York's Waldorf Towers, where he died, was a veritable gallery of American art, as were his homes in Southport, Conn., and Phoenix, Ariz. Indeed, the garden of the Southport home is a proper sculpture garden.

He was a great admirer of the ceramic works of Henry Varnum Poor, and often quoted with approval a passage from the New Yorker about Poor which began—

There is no one like him in America; perhaps there will not be his equal for several generations.

BILL BENTON had a unique kind of openness to experience, a genuineness, and an all encompassing humanity about him. He was a man not afraid to enjoy what he did not understand, or to disdain what he neither understood nor enjoyed; yet he was never afraid to completely endorse what he did not understand and enjoy. Mr. President, I shall conclude my personal tribute to this outsize man, this giant in career after career, this public servant and patron of the arts, WILLIAM BENTON, by saying that I know of few men whose lives have been so filled with the sheer joy, exuberance, and adventure inherent in fully partaking of the essential life experience. But if few men's lives equaled BILL BENTON's in this respect, even fewer equaled his willingness to share this experience and excellence in spirit of complete generosity with all who were privileged to know him.

Mr. President, I ask unanimous consent to have printed in the Record a few of the many tributes and messages of sympathy which Mrs. Benton has received from friends around the world.

STONEWALL, TEX., *April 7, 1973.*

DEAR MRS. BENTON: You have been much in my thoughts these past few days. Knowing your husband was one of life's happier experiences, and I will never forget all the good ways he touched our lives.

I will always remember him, his manysided and colorful career, with so much warmth and affection. He was 'one of a kind' and I believe it not only reflected great credit on him, but on the country which produced him. He gave so much through his service and his contributions to education, and certainly all who knew him felt marvelous sense of vitality and purpose.

Lyndon and I treasured his friendship. His visit with us last Fall was pure delight. I am so glad they had that last time together . . . and so many other wonderful times through the years.

MEMORIAL ADDRESSES

Although I had expressed my sorrow to you, I wanted to tell you, too, how glad I am that we shared a part of his life.

My very best to you and your family.

Sincerely,

LADY BIRD JOHNSON.



LUCI JOHNSON NUGENT,
Austin, Tex., March 21, 1973.

DEAREST MRS. BENTON: My heart goes out to you and your family for I know the pain of losing a great man and your most cherished loved one. I also recognized the yearning to say too soon why now there was so much we had left to do. But there is comfort in having shared life with someone like your beloved husband who lived life so fully that he encompassed several lifetimes in one. There is joy in knowing that in sharing him—maybe more often than you would have chosen—you radiated his magnificent benevolent spirit to the thousands of those lucky enough to pass his way. And there is hope in the belief that though he may be gone he lives on in the lives and memories of those who loved him—as we did—and in the realization that he is now truly free from the pain and sorrow of this world—that he helped to eradicate while living.

My father often said his greatest heritage were his father's friends. I know mine is and Senator BENTON was a treasured part of that heritage. Life will never be the same without them—but how much richer are our lives because we were privileged to have loved them.

My children are thriving off the magnificent children's encyclopaedias your husband sent them and as they relish the joy of learning from them, I will remind them that their Poppa's close friend was responsible for opening to them this new and phenomenal opportunity for learning with pleasure.

Your husband has a friend in heaven and you shall have our friendship always.

Sincerely,

LUCI JOHNSON NUGENT.



HOUSE OF COMMONS,
London, SW.

From: The Rt. Hon. Harold Wilson, OBE, FRS, MP.

I should like to pay a tribute to BILL BENTON as one of the great and most forward-looking men of our generation. A successful business-man in his 20s, university administrator, saviour of Encyclopaedia Britannica and creator of its new twentieth century standing, educationist, McCarthy-baiter, and world statesman.

BILL was a friend of mine for many years, a frequent visitor to Downing Street and Chequers in my tenure of office, and an equally loyal friend in the years that followed.

He had a vision and it centered round the widening of the educational opportunities he had won for himself by his own talents; in the United States; in the Atlantic Community when as Assistant Secretary of State he did the devilling for the Fulbright scheme; above all, in the Third World and in what he achieved for the spread of the English language in far-off countries.

I owed a great deal to a study I made in Chicago in 1963 of the visual teaching methods used by Encyclopaedia Britannica, when I was preparing the plans for what later became Britain's Open University. BILL took a lively interest in this when it was established; the last time I met him he exclaimed in characteristic language his regret that, Britain's Open University being the greatest development in education in any country in this century—his one regret was that it has been developed in Britain and not in the United States.

Tireless, voluble, but a dedicated enthusiast for all the right causes. Even in his last years of serious illness, and indeed right to the very end, BILL BENTON's contribution to education, the English-speaking world and the vaster Third World will be his monuments.



DEAR MRS. BENTON: BILL's life and mine were curiously intertwined, and for that very reason I valued his affection in a very particular way. He himself explained it in a letter of November 2 last fall about a conversation with Jimmy Byrnes. And he too gave it words more than once. I loved him for his works—he was always on the side of the angels. But more than that I cherish his memory for the generosity of his heart. He was more *alive* than anyone else I have known in public life. Ada and I send you our heartfelt sympathy.

ARCHIBALD MACLEISH.



NEW YORK, N.Y.,

March 20, 1973.

DEAR MRS. BENTON:

May I express my deepest sympathy for your loss. WILLIAM BENTON was an extraordinary man. He will be missed by a multitude of people, myself among them.

Ruth joins me in these feelings and in wishing you all the best.

Very truly,

JACK LEVINE.



A EULOGY TO SENATOR BENTON

(By S. Dillon Ripley)

I remember BILL BENTON as a Renaissance man dedicated to improving the quality of life in modern times. He was a man of many interests, both academic and professional, a man who felt at home on the campus as well as in the board rooms, a man who was known among museologists, publishers,

government leaders and the literati for his dynamism, innovations and enthusiastic endorsements of unpopular, as well as popular, enterprises.

I remember my first contacts with Senator BENTON. They took place in the 1950's when I was at Yale. A relative of his worked for me as a bird taxidermist at the Peabody Museum. The Senator was intensely interested in this young man's work and we had a number of conversations about our efforts and the young man's future. BILL BENTON was an accomplished and active alumnus of Yale and he took a deep and sincere interest in his alma mater's many activities. It was not unusual for any of us on the Yale faculty—from President Griswold on down—to receive lengthy memoranda from BILL BENTON filled with suggestions on how we might improve or re-articulate our programs. They were welcomed communications and usually were positive, entertaining—challenging.

And then we moved to Washington. With pleasant nostalgia, I recall my discussions about obscure historical matters with the Senator at meetings of the White House Preservation Committee. Later, we both became involved in the months of intensive planning that went into development of the festive observance for the Encyclopaedia Britannica's Bicentennial held at the Smithsonian's Museum of History and Technology on the Mall in Washington. It was a gala—intellectually as well as socially—which manifested the Senator's generosity, broad interests and an impressive invitation list of friends. And, in recent years, I have come to know his thoughtful and dedicated son, Charles.

Through the years, Mrs. Ripley and I always enjoyed the stimulating and provocative meetings and dinners we shared with the Bentons at their home in Southport, their apartment in New York City and at their winter home in Arizona. They were exciting events punctuated by ideas and observations that flowed from the Senator at the rate of almost one or two per minute. BILL BENTON had varied lives that covered several worlds; he moved easily and assuredly from the worlds of economics and politics to the social and educational universe with a deep background of knowledge about many subjects and disciplines. He was an omnivorous reader with catholic tastes. And, he was a good listener, too!

In a period when there was great discussion about the need for the business community to become interested in art, Senator BENTON was a pioneer as an advertising executive and publisher who assembled American paintings of the first half of our century. I recall Senator BENTON saying: "My paintings represent my own taste, strict and unadulterated, without any advice from anybody. I have never sought any guidance on buying a picture nor have I concerned myself whether the price would go up or down, or whether I would be cheated. I buy recklessly and when I like an artist (like Tom Benton or Albright) I keep on buying his work."

BILL BENTON helped to develop the frontier that now is American corporate involvement in the art world. He sponsored exhibitions of paintings in cities across the land as well as overseas. He sought out the advice of distinguished curators in planning these exhibits and his corporation, Encyclopedia Britannica, was one of the first to employ such a curator to take part in planning corporate development activities. It is said that BILL BENTON was the first private collector ever to buy paintings by Reginald Marsh, the prominent American artist. That was in the 1930's. Which reminds me of another story about BENTON and his art collections. It was in the Depression of the 1930's that Marsh, the artist, came to the Benton country home in Southport, Connecticut, to paint portraits of the Benton children. He remarked to BENTON: "Do you know that the WPA is giving \$100 a month to artists and that they can paint anything they want? Sometimes, I wish I could get a deal like that." To which BENTON replied: "Go ahead, I'll be your WPA. Paint anything you want for me and bring it in, once a month and I'll give you \$100 for it." On this basis, some twenty Marsh paintings were delivered to BENTON in a three-year period.

Finally, I remember BILL BENTON as an optimist . . . a leader who always seemed to be honest and direct, concerned with progress and hope. He was an inter-disciplinary man with Renaissance tastes and concerns.

Mr. SPARKMAN. Mr. President, I was grieved recently when BILL BENTON died. I first knew him when he entered the Senate. I enjoyed my service with him. I found him highly energetic, able, and always willing to carry his full part of the load. I enjoyed my association with him throughout his Senate career.

I recall that when I was made chairman of the newly established Senate Small Business Committee, I went to BILL BENTON and asked if he would be willing to get one of his principal aides in his office to assist me in setting up the Small Business Committee and in getting it started. He not only willingly agreed but he gave me some good advice as to what in his opinion should be done.

BILL BENTON's life history has always been an inspiring one from many standpoints. I recall the story that, when just a young man, he and a close friend, Chester Bowles, announced that when they finished college, they were going to form a partnership and go into the advertising world, stating at the same time that it was their determination each one to be a millionaire at 30 years of age. Many people must have thought of this as being empty talk, but BILL BENTON and Chet Bowles really meant it and, if I recall correctly, each one

was a millionaire before reaching the age of 30. They were highly successful in the advertising field.

Later, each of them went into other fields of activity. Chester Bowles became Governor of Massachusetts. BILL BENTON became a U.S. Senator.

BILL BENTON bought the Encyclopaedia Britannica and made an arrangement whereby the University of Chicago was to be the chief beneficiary. Through the years, BILL BENTON has sent me at the beginning of each year the Britannica Book of the Year. Several days after his death, I received a letter that he had written but that he never lived to sign, telling me that he was sending me a copy again this year, as he had done over the years. He sent many of these copies to his friends.

BILL BENTON was a great man, a man always with fresh ideas and with the energy to put them into effect.

Mr. METCALF. Mr. President, I join with my colleagues in commemorating WILLIAM BENTON. His accomplishments are well known: Former Senator from Connecticut, publisher, vice president and benefactor of a university, statesman. The list is a catalog of life lived to the fullest, of versatility, of diligence, and above all, of excellence.

His passion for education led him to the University of Chicago and the Encyclopaedia Britannica. His sense of duty took him to the State Department and the U.S. Senate. His love of country and its ideals gave us the Voice of America. His concern for humanity brought the establishment of UNESCO.

When I was a Member of the House of Representatives and assigned to the Committee on Education and Labor it was my good fortune to work closely with Mr. BENTON on proposals for Federal aid to education. His knowledge of educational problems and his enthusiasm for Federal support of education contributed substantially to the early legislation. As a pioneer supporter of education from the Federal level he was responsible for much of the legislation in this area that eventually evolved.

I am proud to recall that Montana had some small part in the development of this remarkable man. Although he was born in the Mid-

west and lived in the East for most of his life, BILL BENTON homesteaded in the rolling prairies of eastern Montana.

I am sure that his independent spirit was forged in that stern and precarious life and that he took the breadth of his vision from the vast horizons of the Big Sky Country.

Mr. SYMINGTON. Mr. President, WILLIAM BENTON was a friend as well as a Yale colleague; and over the years I have felt most fortunate to know this extraordinary human being.

We who knew BILL are saddened at the loss of a good friend. As a man of ideas and ideals, however, he has left us with a wealth of contributions to society and to the world.

The scope of his achievements is breathtaking. Few have ever accomplished so much in so many fields.

BILL BENTON's business acumen was evident even in his early years. At Yale he earned an admirable reputation as a high stake auction bridge player, and his lucrative success at the game reportedly assisted in paying his college expenses. While denying claims that he made \$25,000 a year at the game, he once commented:

It's a demonstrable fact that for 10 years I was one of the 10 or 20 best card players in the world.

As a Yale graduate in 1921, he turned down the offer of a Rhodes Scholarship for a job as an advertising copier.

It was not long before BILL became a great success in business and a legend in the field of advertising. He cofounded with Chester Bowles the Benton and Bowles advertising agency which flourished in spite of the fact that the agency was started just months before the crash of 1929. Among his many contributions in the advertising field, he was responsible for development of the radio commercial as an advertising medium and introduced the consumer research survey.

In the academic world, he was perhaps best known as publisher of the Encyclopaedia Britannica. He was dedicated to the education field. He originated and published the Great Books of the World series, and developed an international encyclopedia in Japanese. From 1937-45, he was vice president of the University of Chicago.

While in that post, he assisted the university in the use of educational radio and educational movies.

He also had a career as public servant in a variety of capacities.

He was Ambassador to the United Nations Educational, Scientific and Cultural Organization—UNESCO—and played an important role in its establishment.

He was founder of the Committee for Economic Development to aid in rebuilding Europe after World War II, was Assistant Secretary of State for Public Affairs, and was a U.S. Senator from Connecticut.

The list of major, and often as not, spectacular accomplishments of WILLIAM BENTON goes on and on.

He was an exhilarating vital man. His dedication to life throughout his multifaceted career gives inspiration to us all, and we will truly miss this superb human being.

Mr. METCALF. Mr. President, I ask unanimous consent to have printed in the Record a tribute by Mr. Charles P. Taft, chairman of the Fair Campaign Practices Committee to WILLIAM BENTON.

WILLIAM BENTON

Among all the eulogies to WILLIAM BENTON the super-salesman, BENTON the Philanthropist, BENTON the intellectual, BENTON the educator and BENTON the public servant, we may forget too soon the part that WILLIAM BENTON played in our American political process. BENTON the politician was more than a successful candidate for the United States Senate, more than an adviser and supporter of presidential candidates. He also deserves a share of the credit for two decades of effort to improve the political campaign climate.

WILLIAM BENTON, in the field of politics as in so many other fields, was an innovator. In the early 1950's when smear-by-innuendo was a standard tactic in political campaigns, WILLIAM BENTON urged Congressional action to uplift the moral tone of American political life.

But WILLIAM BENTON was more than an idealistic uplifter. Two Subcommittees of the United States Senate were investigating some of the campaign tactics of those days which seemed to indicate an underlying sickness in the political process. WILLIAM BENTON urged action upon the Subcommittees, but he was too much of a practical politician to believe that the Congress could legislate political morality.

Instead, he urged the establishment of "a continuing national commission of national citizens with a full-time staff to collect material, issue reports,

and develop standards of behavior on the conduct of political campaigns." That was in the summer and fall of 1951, and both Subcommittee reports recommended a set of political campaign principles to be administered by a private, non-government group.

In 1954 the Fair Campaign Practices Committee was established to educate candidates, campaigners and voters on the practicality of clean campaign tactics. I became Chairman of the Committee—a post I still hold—in 1956 and WILLIAM BENTON officially joined the Board of Directors of the Committee in 1960.

The Fair Campaign Practices Committee certainly has not solved all the problems of dirty politics. WILLIAM BENTON, in his 1951 testimony which helped set the scene for the creation of the Committee, did not expect instant political honesty. WILLIAM BENTON, as a member of the Board of Directors of the Committee until his recent death, did not expect political miracles.

But he did urge upon all connected with the political process a belief in the sanctity of office and in the essential decency of the men selected to run for office. Because of men such as WILLIAM BENTON, the political campaign climate is better today, and it is better because of the improvements he recommended 20 years ago.

PROCEEDINGS
IN THE
HOUSE OF REPRESENTATIVES

Proceedings in the House

TUESDAY, *March 20, 1973.*

Mr. PEPPER. Mr. Speaker, on early Sunday last one of the great men of America passed away, WILLIAM BENTON, at age 73. WILLIAM or BILL, BENTON as he was called by his friends, was one of those rare human beings blessed with versatile genius which led him to leadership in at least five meaningful fields of life. He achieved outstanding success in business even while he was yet a young man and with enviable ease he continued to add to his fortune as the years went by. He told me one time he wished it were as easy to succeed in politics as it was for him to make money. But the businesses he built or bettered also made an increasingly valuable contribution to his country. Yet he was known to be indifferent in a way to money and always seemed to many of his friends to be playing the game of business for the thrill of it rather than to gratify a burning desire for money which actuates so many men. He was one of the earliest to conceive of modern advertising methods and to master modern advertising techniques, both no doubt attributable to his rare insight into the thinking and the feeling of people.

He achieved distinction as vice president of the University of Chicago to which he rendered an immeasurable contribution at the invitation of his old college friend and classmate, Robert M. Hutchins. He was always at heart an educator and his genius in salesmanship enabled him to sell education and indeed a great university.

I first came to know BILL BENTON as Assistant Secretary of State for Public Affairs in 1945 when I was a member of the Foreign Relations Committee of the U.S. Senate. Our acquaintance and cooperation at that time deepened into what became for me and will ever remain one of my most cherished friendships. As Assistant Secretary he organized the Voice of America broadcast and was active

in the establishment of the United Nations Educational, Scientific, and Cultural Organization. Under the Johnson administration he became a U.S. member of the UNESCO with the rank of Ambassador. His imprint will ever last upon our State Department, upon the United Nations, and especially upon UNESCO which meant so much to him.

I served a part of 1949 and through 1950 with BILL BENTON in the Senate. In this body, as in every area into which his restless energy moved him, he immediately distinguished himself. His keen intelligence, his indefatigable labor, his deep dedication to the public interest, and his burning concern for what was wholesome and decent and would be meaningful to the needy of our country brought him into a most active role as a Senator. He fought against discrimination of any kind that strangled the legitimate aspirations of people. He fought for measures that would make America better and stronger. He was in the Adlai Stevenson public image and character. He exhibited in the Senate the courage that was one of his great attributes—the kind of moral courage that induced him as the first Senator to denounce and to propose censure for Senator Joseph McCarthy, who at that time was at the height of his evil power. Senator BENTON's defeat in 1952 was largely due to the enmity of Senator McCarthy. Yet, Senator BENTON's resolution ultimately led to Senator McCarthy's censure in 1954.

Senator BENTON achieved eminence and wealth also as a publisher of "Encyclopaedia Britannica" and of the 54-volume "Great Books of the Western World," of the 10-volume set called "Gateway to the Great Books," and many other works. As a publisher he was again the dynamic educator and salesman—bringing profound knowledge within the reach of the masses of the people and persuading them to take it.

A few words cannot describe this versatile man. His genius was reflected in his numerous activities in which he so easily excelled. He was indefatigable in labor, unswerving in the pursuit of high principle and deep conviction, brave in attacking without a thought of self or consequence what his conscience told him was wrong or foul or corrupt. The good deeds he did, the help he bestowed upon in-

numerable individuals, the support he gave to countless causes, the encouragement he gave to those struggling to achieve worthy ends will never be known because in a high sense, as was said of the Master, BILL BENTON "went about doing good."

He loved the Democratic Party and immeasurably served it. He loved art and was its generous patron and wise connoisseur. He loved education and he taught in educational institutions, through books, writing, and the media. He built great edifices of business. He created and developed institutions meaningful to America and to the world. This kindly, gentle, modest man was blessed with some sort of magic that enabled him to rise from his humble beginning to walk with and among the great doers and builders and thinkers and feelers of the world. BILL BENTON made this country better by having labored in it a long lifetime and by the love that he gave it. Every man who had his friendship was fortunate because the friendship of BILL BENTON was something to treasure and to cherish. As his friend said of Hamlet when he passed away, we say to BILL:

Goodnight sweet prince and may flights of angels sing thee to thy rest.

Mr. Speaker, the New York Times account of BILL BENTON's life and career tells more fully the thrilling story of BILL BENTON. I include this account in the Times of March 19 following my remarks:

WILLIAM BENTON DIES HERE AT 73; LEADER IN POLITICS AND EDUCATION

(By Alden Whitman)

Former Senator WILLIAM BENTON of Connecticut, publisher of the Encyclopaedia Britannica and onetime Assistant Secretary of State, died early yesterday in his sleep in his apartment at the Waldorf Towers Hotel. He would have been 73 years old on April 1. His home was in Southport, Conn.

Mr. BENTON had been released from Lenox Hill Hospital on Feb. 26 after recovering from pneumonia.

A man who never seemed to operate at less than full tilt, WILLIAM BURNETT BENTON crammed at least five careers into his 70 years. He was, at various times, an advertising executive, a university vice president, a public servant and Senator and the head of a vast publishing empire. In all these careers, except politics, he wielded the Midas touch.

One example of Mr. BENTON's business acumen was the Muzak Corporation, which he picked up in an idle moment in 1939-40, when he was still with the University of Chicago. After expanding the company's operations and

taking several millions out of it in dividends, he sold it in 1957 for \$4.35 million. But despite his undoubted feel for the marketplace, Mr. BENTON preferred to regard himself (and to be regarded) as a serious and dedicated educator and statesman.

In this respect he was chairman of the company that published and sold the Encyclopaedia Britannica, from which he and his family made a great deal of money, much of it given to the William Benton Foundation. At the same time the company enriched the University of Chicago, a contractual beneficiary, by more than \$25 million in 25 years.

A friend and business partner was astonished by the ease with which Mr. BENTON made money, remarking that he "completely lacks the acquisitive instinct" and adding:

"You never saw a businessman spend less time thinking about money."

ANOTHER VIEWPOINT

Another associate of 20 years disagreed, saying:

"It's like a fellow playing 40 games of chess simultaneously. You could say you never saw a fellow spend so little time on a game of chess. But that wouldn't be the whole story."

In politics, which engaged Mr. BENTON from 1945, he was a liberal Democrat, whose record as Senator from Connecticut was highlighted by opposition to Senator Joseph R. McCarthy, the Wisconsin Republican and anti-Communist crusader.

In 1951, when Mr. McCarthy was at the apogee of his influence, Mr. BENTON introduced a resolution that, in effect, denounced his colleague as a liar and a thief and as unworthy to sit in the Senate. Hearings on this resolution led ultimately to Mr. McCarthy's censure in 1954, but by that time Mr. BENTON was out of the Senate, having been defeated at the polls in 1952. Mr. McCarthy's enmity was generally credited with helping in the defeat.

He tried several times thereafter for office, but, as one biographer put it, he was "never really one of the boys." Mr. BENTON it was said, "simply does not react" to a person and an ambiance, and could rarely bring himself to utter a flattery. Less kindly observers said that he was such a fountain of ideas that he did not listen to the notions of others and was inclined moreover to be vain-glorious.

SON OF A CLERGYMAN

Mr. BENTON's background was religious and educational. Born April 1, 1900, in Minneapolis, he was the son of Charles William Benton, a Congregationalist clergyman and college professor, and the former Elma Hixson, a country school superintendent. His father died when he was 13, and his mother took the family to Montana to clear ground for a homestead.

BILL BENTON entered Yale on his second attempt and graduated in 1921. He worked his way through as a high-stake auction bridge player. While denying reports that he cleared \$25,000 a year, he told a friend that "it's a demonstrable fact that for 10 years I was one of the 10 or 20 best card players in the world."

On graduation he turned down a Rhodes Scholarship for a job as an advertising copywriter. This horrified his mother, who wrote her son, "If you won't go into a respectable profession, can't you at least be a lawyer?"

In advertising, he rose to become assistant general manager of Albert Lasker's Lord & Thomas agency in Chicago. He was earning \$25,000 a year when he left in 1929 to join Chester Bowles in forming Benton & Bowles with a capital of \$18,000. This agency, New York-based, attained annual gross billings of \$18-million by 1935, of which Mr. BENTON's share was \$250,000—a huge sum in the Depression.

MADE USE OF RADIO

Pioneering in market research and the use of radio as an advertising medium, Mr. BENTON was in part responsible for the Maxwell House "Showboat," the Palmolive "Beauty Box," "Gang Busters" and Fred Allen's "Town Hall Tonight." He has been credited with introducing the studio audience and signs to direct it to laugh or applaud, as well as commercials with sound effects.

"Up to then, you'd always had a commercial announcement, somebody stopping the show and talking, as though he were reading from a magazine," Mr. BENTON recalled. "I staged commercials, you could hear the spoons, people clinking cups of coffee, everything acted out. It was revolutionary; it was like the first girl standing on her head on the back of a horse."

It was Mr. BENTON, impressed with the local "Amos 'n' Andy" comic show in Chicago in 1929, who initiated its sponsorship on a national network by Pepsodent that made the show's characters, played by Freeman Gosden and the late Charles Correll, household words.

Mr. BENTON had determined to quit advertising when he was 35, and in 1935, he did, having by that time made \$1-million. Almost immediately, however, Robert M. Hutchins, his Yale classmate and president of the University of Chicago, persuaded him to become a vice president of the school. He held that post from 1937 to 1945 and helped the university pioneer in educational radio and educational movies. His radio program, "The University of Chicago Round Table," won several awards as an adult education show.

With characteristic self-regard, Mr. BENTON appeared on the show, talking about the common man, censorship, cartels, foreign relations and other topics on which he was able to brief himself with remarkable thoroughness.

"COOKING UP THINGS"

At Chicago, Mr. BENTON was, in effect, advertising a university. "BILL was what an engineering concern would call research and development," Mr. Hutchins said. "We worked on cooking up things, all kinds of measures, some of them successful, some of them abortions."

One of his greatest successes turned out to be the Encyclopaedia Britannica, which had been bought from its British owners after World War I by Sears, Roebuck & Co. in 1943 the mail-order house wanted to get rid of the publication and offered it to the university. Mr. BENTON put up \$100,000 in working capital for the acquisition and gave the school a beneficiary interest in the profits.

The salesmanship methods that Mr. BENTON employed over the years to push the encyclopedia and its associated enterprises—chiefly classroom films, a yearbook, a junior encyclopedia, an atlas and a dictionary—have been much criticized as "hard sell." But there has been little question that they produced results. Nevertheless, in the judgment of a number of experts, the informational quality of the Britannica was greatly diluted under Mr. BENTON's management. And at least one editor resigned in a huff over the volumes' contents.

PUBLISHED "GREAT BOOKS"

Mr. BENTON not only defended the Britannica, but also expanded its related business by publishing the 54-volume "Great Books of the Western World" series and a companion 10-volume set called "Gateway to the Great Books." In 1964 the Britannica company acquired the G. & C. Merriam Company, which publishes Webster's Dictionary.

Administering his publishing realm, Mr. BENTON was accustomed to flying 75,000 miles a year to ginger up his underlings and to dictating up to 8,000 words a day of ideas and suggestions for his aides to execute. Recipients of these memos were amazed (and sometimes numbed) by their author's fecundity and circumlocutions.

In 1971, in a joint venture with the Tokyo Broadcasting System, Mr. BENTON began publishing an international encyclopedia in Japanese.

He edged into public service in 1939 as an adviser to Nelson A. Rockefeller, then Coordinator of Inter-American Affairs. Out of this, and an interest in economics as a founder of the Committee for Economic Development came his appointment in 1945 as Assistant Secretary of State for Public Affairs.

As Assistant Secretary, his post for two years, he organized the Voice of America broadcasts and was active in the establishment of UNESCO, the United Nations Educational, Scientific and Cultural Organization. During the Johnson Administration he was chief United States member of the UNESCO executive board with the rank of Ambassador.

He served last year on the educational platform committee at the Democratic Convention in Miami.

APPOINTED BY BOWLES

Mr. BENTON became a Senator by courtesy of his old business partner, Chester Bowles, who was Governor of Connecticut in 1949. Mr. Bowles appointed him to fill a vacancy and then he won an election in 1950 for the rest of the term. His Senate record included a plea for a Fair Employment Practices Commission and a fight against the McCarran Immigration Act as restrictive of the people of eastern and southern Europe. He voted for the legislation, however, when his appeals against it proved futile.

Out of office after 1952, he was identified with the Adlai E. Stevenson wing of the Democratic party and campaigned for Mr. Stevenson in 1956 and supported him again in 1960. The two were warm friends, and Mr. Stevenson was a frequent guest at Mr. BENTON's home in Southport, Conn.

From his student days, when he was editor of *The Yale Record*, Mr. BENTON was interested in art and in his friend Reginald Marsh in particular. By 1954, when Mr. Marsh died, Mr. BENTON had collected hundreds of his paintings, which centered on the vulgarities and vagaries of American life. Marsh, who has come to be recognized as a major artist, forms the richest part of Mr. BENTON's collection, which also includes works by Ivan Albright, Jack Levine, Bellows Hassam and Kuniyoshi.

In 1972 the University of Connecticut named the William Benton Museum of Art in Mr. BENTON's honor. Later that year he gave his collection of Albright's medical sketches to the University of Chicago Medical School. In the same year he was named Chubb Fellow at Yale.

Mr. BENTON married Helen Hemingway, a Connecticut schoolteacher, in 1928. Also surviving are two sons, Charles and John; two daughters, Mrs. Helen Boley and Louise, and eight grandchildren.

Mr. REID. Mr. Speaker, I rise to express my sorrow over the death 2 days ago of WILLIAM BENTON, a distinguished public servant and publisher, and to express my condolences to his wife and wonderful family.

BILL BENTON was a rare and restless reformer, a man dedicated to the very highest principles of our country. His productive life included five careers: advertising, university administration, public service, a term in the U.S. Senate, and chairmanship of a broad publishing career which included the publishing of *Encyclopaedia Britannica*. In each one he excelled, although his courageous opposition to Senator

Joseph McCarthy brought him defeat at the polls and ended his Senate term.

It was once said of BILL BENTON that "he rushed in where angels feared to tread, but always came out with gold on his wings." He was a pioneer and a crusader in business, education, and politics, and this Nation is all the better for having known him.

Mary Louise joins me in extending our condolences to his widow, Mrs. Helen Benton, his two sons, Charles and John, and his two daughters, Mrs. Helen Boley and Louise.

Mr. McKINNEY. Mr. Speaker, in each generation, there emerges a handful of extraordinary men who seem able to jam into a lifetime, a number of careers, all successful and all in their way, dedicated to advancement of mankind.

Mr. Speaker, Connecticut's former Senator WILLIAM BENTON was one of those men. Today, the people of the Constitution State—and people from all parts of the world—are mourning his passing.

To give an accurate accounting of BILL BENTON's career would take many hours and fill many pages of the Congressional Record.

In brief, he was the cofounder—with former Connecticut Gov. Chester Bowles—of the Benton-Bowles Advertising Agency, which in the 1930's, created a new dimension in the corporate world and assisted in returning prosperity to the Nation.

He later became publisher of Encyclopaedia Britannica and with his ever present spirit of humanitarianism, tied its earnings to the University of Chicago. Since 1943, this combination has brought more than \$43 million to the Illinois University.

In 1939, he purchased Muzak Corp. and helped bring an increased amount of entertainment to America. In 1942, he formed—with Paul Hoffman, who was later to become administrator of the Marshall plan—the Committee for Economic Development which ultimately helped rebuild war-torn Europe.

In 1945, he began a career in foreign service after being appointed Assistant Secretary of State for Public Affairs. In this capacity, he supervised the operation of Voice of America and while there planted the seeds for what we now know as the U.S. Information Agency.

In 1946, he was appointed to the chairmanship of the U.S. delegation of the first general conference on the United Nations Educational, Scientific, and Cultural Organization, a forum he was to return to 15 years later when President Kennedy named him U.S. Ambassador to UNESCO.

In 1949, Governor Bowles appointed Mr. BENTON to the U.S. Senate, filling the unexpired term of Connecticut's distinguished jurist, Raymond E. Baldwin. He had not been at his post long before his mark as a humanitarian and civil libertarian became well known and respected. To say that he served his State and Nation with anything less than distinction would do him a great disservice.

Mr. Speaker, I have only recounted the highlights of Senator BENTON's career. Interestingly, he once told former Connecticut Gov. John N. Dempsey that of all the honors and opportunities he was afforded in his lifetime, one of the greatest was to serve as a trustee at the University of Connecticut. That is the measure of the man, Mr. Speaker, a man who was interested in his Nation, its growth, and most importantly, its greatest natural resource, its youth.

I know that all the Members of the House join me in extending deepest sympathy to Mrs. Benton and her family in this time of great loss.

Mrs. GRASSO. Mr. Speaker, BILL BENTON will be sorely missed. We mourn the passing of the gentle giant of our times whose undaunted courage in pursuit of justice and decency in an era of fear and silence will be a living memorial to mankind.

BILL BENTON served Connecticut and the Nation with honor and distinction that reflected his love of country and consideration for the rights of people. His now legendary achievements in the business community were matched by the superb accomplishment of a lifetime of public service as Senator from Connecticut, Ambassador to UNESCO, and champion of many causes that gave full expression to his concern for his fellowman.

For those of us who worked with this remarkable man in pursuit of a better life for the people of our State and Nation—for those of us who had the opportunity to know at first hand the originality of

his intellect and the depth of his concern—we bid BILL BENTON farewell with sad hearts at our loss and grateful thanks for the privilege and pleasure of knowing him.

Mr. STEELE. Mr. Speaker, I would like to take this opportunity to express great sorrow at the passing of former U.S. Senator WILLIAM B. BENTON on March 18, 1973, and pay tribute to this devoted educator and statesman.

In 1929, Mr. BENTON launched his advertising agency with his close friend, former Gov. Chester B. Bowles. When he sold his interest 9 years later, the agency had grown into the sixth largest in the world.

When Mr. Bowles was Governor of Connecticut in 1949, he appointed Mr. BENTON to fill a Senate vacancy created by the resignation of Senator Raymond E. Baldwin, who became chief justice of the State supreme court. In 1950, Mr. BENTON defeated Republican Prescott S. Bush by 1,100 votes in a special election which enabled him to retain his seat in the Senate until 1953.

Senator BENTON was a vigorous supporter of the United Nations, NATO, and the administration's foreign aid program. Despite the silence of most of his colleagues, he introduced a Senate resolution denouncing Senator Joseph McCarthy at the height of the latter's popularity.

Appointed Assistant Secretary of State in 1945, Mr. BENTON organized the first peacetime program of international information, including Voice of America broadcasts, U.S. Information Offices overseas and student exchanges.

President John F. Kennedy appointed Mr. BENTON as the first U.S. Ambassador to UNESCO in 1961, a post which he held for 3 years.

Earlier in his career of public service, Mr. BENTON served as vice president of the University of Chicago. While at the university, he helped launch two network radio programs, "The University of Chicago Radio Round Table," a seminar on political, economic and social issues, and "The Human Adventure," which dealt with university research.

In 1945, he was named assistant to the chancellor at Chicago and consequently was named a university trustee, a post he held to his death. He also was a trustee at Carleton College, the University of Bridgeport, the University of Connecticut, Hampton Institute, and Brandeis University.

Additionally, Mr. Speaker, I submit the following editorial published in the Hartford Times on March 20, 1973, for the Record:

[From the Hartford Times, Mar. 20, 1973]

It was a happy coincidence that Chester Bowles and BILL BENTON were students at Yale University at the same time. Their friendship produced two statesmen whose services were significant to Connecticut and the nation.

Their partnership in an advertising agency made them financially independent while they were still young. In the many offices, both elective and appointive, they held during their public lives, they were free of the responsibilities of earning a living and providing for their families. When a call to service came along, each of them could consider it on its merits.

Early in his career of public service, BILL BENTON associated himself with education. His connection with the University of Chicago, among others in higher education, made him known in national affairs and enabled him to attract offers from government.

Except in Connecticut, Mr. BENTON's name probably is not widely recognized outside business circles. Yet he exerted significant influence on the nation and the world.

He was the first United States senator to call for the resignation or censure of the demagogic Joe McCarthy of Wisconsin. He was an assistant secretary of state, and in that post he organized the Voice of America and helped establish UNESCO—two accomplishments whose effects will outlive his generation.

As a citizen of Connecticut, he was an able United States Senator and was generous with his time and talents in behalf of the University of Connecticut and the University of Bridgeport, among other institutions. His art benefactions are remembered in the art museum of the University of Connecticut, which last year was named for Mr. BENTON.

BILL BENTON's story is not the Horatio Alger cliché. Though he achieved financial success early in life and thereafter was not primarily interested in making money, he had a kind of Midas touch, a feeling for a good investment at the right time.

He has been praised for his political courage—in attacking McCarthy at the high tide of the other senator's popularity, for instance. His courage also displayed itself in decisions affecting his personal life. It took courage to refuse a Rhodes scholarship in favor of going into the advertising business,

and it took courage to buy Encyclopaedia Britannica when encyclopedia salesmen were joked about as pests.

It is safe to predict that his obituaries are not the last word on BILL BENTON. His stature and reputation will surely attract biographers, and posterity may know him even better than do we, his contemporaries.

Mr. GIAIMO. Mr. Speaker, it is with a great sense of personal loss that I rise to call the attention of my colleagues to the career of former Senator WILLIAM BENTON, who departed this life March 18, 1973.

There is no way that I could fully convey to my colleagues the affection and respect which I held for this man. The knowledge that he was my friend gives me, in deepest humility, one of the greatest satisfactions of my life. I have personally conveyed my sympathy and my own sense of loss to BILL's lovely wife, Helen, but I want to share with this great body several of the highlights of the life of this outstanding man—a man who loved his country and his government with such commitment as to demand the full measure of his energies and his talents, which were many.

There are many men and women who excel in one and sometimes several fields; very few, however, achieve the total success and quality of performance as was achieved by BILL BENTON in numerous and diverse areas of human endeavor. He devoted his energies and deep sense of personal concern in politics, education, philanthropy, foreign service, the arts, and his "original" career, advertising.

BILL began his many years in business as a copywriter in New York City. With Chester Bowles, another outstanding businessman and statesman hailing from my State of Connecticut, the Benton and Bowles Advertising Agency was formed, which, despite the depression, had grown into the sixth largest agency in the world by the time the two men sold their interests.

BILL then spent several years in Chicago, serving as an officer and benefactor of the University of Chicago. His business acumen led him to become owner of the Encyclopaedia Britannica, and his support and devotion to the furtherance of the cause of quality education led him to arrange for royalties from the sale of the firm's prestigious

volumes to go to the University of Chicago. This arrangement has raised more than \$45 million for higher education over the years.

Following other success in business, BILL actively entered public service as one of the founders of the Committee for Economic Development to help rebuild Europe. He followed this endeavor with service as Assistant Secretary for Public Affairs in the Department of State, where he organized and supervised the Voice of America programs. These auspicious beginnings of his public service career were succeeded by his chairmanship of the first United States delegation to the United Nations Educational, Scientific, and Cultural Organization and, some 15 years later, his service as the first U.S. Ambassador to UNESCO.

BILL BENTON's political career in Connecticut began in 1949 with his appointment to the U.S. Senate, followed by victory in a special election in 1950 to fill the remainder of an existing Senate term. Gregarious and intelligent, BILL rapidly earned the respect of political leaders throughout Connecticut. With unusual courage, he spoke out early and strongly against the tide of McCarthyism, a stand which, in the minds of many observers, led to the stemming of the McCarthyism tide and the end of BILL BENTON's career in public office. Largely as a result of the courage which he displayed during his Senate service, John F. Kennedy once remarked that BILL BENTON would have a rightful place in a new edition of his book, "Profiles in Courage," were such ever written.

Public service continued to be the hallmark of BILL's career after he left the U.S. Senate. In education—as a trustee of numerous institutions and benefactor of many as well—in public service—as a traveler, organizer of seminars, author and lecturer; and in philanthropy—as an unselfish donator of his time and wealth, BILL BENTON was a positive force in his State and Nation. He was a student of the world, as well.

It has been said that BILL BENTON possessed a "Midas touch." Certainly his success in so many areas is to be admired, but one must also recognize that there are times when the man of greatest courage and conviction stands alone. BILL BENTON was not afraid to speak out for his convictions, however lonely or unpopular his position might

be at the time. He achieved a statesmanship level reached by very few men in our lifetime, with the gentleness and ideology of his nature always evident in his actions. The lives of all citizens of this country have been enriched because BILL BENTON lived and because he cared.

If indeed a man lives as long as his goals are valued and his work remembered, BILL BENTON is perpetuated in the minds and hearts of scholars everywhere.

Mr. COTTER. Mr. Speaker on the death of WILLIAM BENTON, Connecticut and the Nation lost a truly unique man. BILL BENTON was both a successful and a courageous person, yet he went beyond conventional courage and success. He was always willing to take a risk, and it almost always paid off. At an early age, he turned down the comfortable security of a Rhodes scholarship in order to enter the very competitive advertising field. He became one of the major innovators in this ever changing field and eventually founded his own firm with Chester Bowles. In turn, BILL BENTON also achieved great successes with the Muzak Corp. and the Encyclopaedia Britannica.

The finest example of his courage during his term as Senator from Connecticut, WILLIAM BENTON rose on the Senate floor and called for the resignation or censure of Senator Joe McCarthy. He was the first Senator to take the political risk of public and open denunciation of the demagog from Wisconsin. Many have said that BILL BENTON was defeated for reelection because of this, but I am sure that he knew that it was one of those risks that had to be taken.

BILL BENTON was also a man of sincere dedication. He contributed to education as vice president of the University of Chicago and as trustee for the University of Connecticut, which now houses his valuable art collection in the Benton Museum of Art. He helped the people of the world as an Assistant Secretary of State, where he helped establish the United Nations Educational, Scientific, and Cultural Organization—UNESCO. During the early 1960's BILL served as Ambassador to UNESCO.

In his lifetime he was a businessman, a publisher, a Senator, an educator, and a public official. We have no adequate word to describe such a man, and in the future anyone like him will be known as

"another BILL BENTON." I cannot think of any greater words of praise.

Mr. CAREY of New York. Mr. Speaker, BILL BENTON, the late publisher and owner of the *Encyclopaedia Britannica*, was not only a great man in his business capacity, but also in other respects. He was a humanitarian; he served on the board of an adoption agency, the Cradle, in Illinois. In fact, the Bentons adopted children from the agency by the handful. It was my pleasure to have met and talked with Mr. BENTON a number of times. More often, I read and pondered his opinions and views. The combination of personal contact and study of his work lead to a lasting impression that here was a good man, a gifted man, a fine American—a very human being who gave a way to a better life through his own. The following story illustrates the humanness of this man, who passed away recently.

WILLIAM BENTON was memorable in a variety of ways, and one that I like to recall reflects an aspect of the man that is not widely known. BILL and Helen Benton had their first child, Charles, in 1931. (In fact, BENTON's biographer Sidney Hyman tells us that Charles was not actually named for several days after his birth. He wrote to his mother that his wife "Helen seems to favor the names Charles William, partly because it was his [the baby's] father's name. I have absolutely put my foot down on having any juniors in the family. In fact, I have decided that there are about 15 good names, all of which are perfectly all right and none of which makes much difference. George, Ralph, Robert, Thomas, Henry—what difference do the names make anyway?")

Subsequently, the Bentons learned that they would be unable to have more children of their own, although they wanted more youngsters. They concluded that they would adopt an infant girl. At this stage of their lives, the Bentons were living in Chicago, where BILL was the "part-time vice president" of the University of Chicago, having retired at age 36 from the advertising business, a self-made millionaire, Robert M. Hutchins, then president of the University, and BENTON's Yale classmate, told BILL about a pioneering adoption agency in nearby Evanston, and BILL and Helen Benton contacted the agency, The Cradle.

A distinguished physician, Dr. Frederick Schultz [sic], head of pediatrics at the University of Chicago Medical School looked into the prospects of adoption for the Bentons. Dr. Schultz had himself adopted three children from The Cradle. He reported to BENTON that there were two baby girls at the Cradle that he had examined. One was ten weeks old, the other six, and both were healthy; the Bentons could adopt either with confidence.

BILL BENTON gave way to the impulsiveness and generosity that so often characterized him. He suggested adopting both. Dr. Schultz concurred; it was a good idea. When Helen Benton saw the two infants, so did she, and that is how Louise Hemingway Benton and Helen Orr Benton joined the family of the great man we mourn.

Five years later in 1942, BILL and Helen Benton returned to The Cradle for a second son, John Benton. And repeatedly, throughout the years, the Bentons referred friends and business associates desiring to adopt babies to The Cradle. Both BILL and Helen served on its board, contributed to it, and often urged friends to do so. Indeed upon BILL BENTON's death a number of his friends and associates marked his death by making contributions to the adoption agency that had meant so much to him in his lifetime.

Mr. Speaker, to me this story tells much about BILL BENTON. He was a great man in the world of great affairs, and tough in political and business matters, but open-hearted before the little babies to whom he gave heart and home.

Mr. STEELE. Mr. Speaker, on March 18, 1973, America lost a great man. I would like to express grave sorrow at the passing of former U.S. Senator WILLIAM BENTON and pay tribute to the life of this devoted statesman and educator.

During his education at Yale University, WILLIAM BENTON met Chester Bowles, who was later to become Governor of Connecticut. Out of this meeting grew a lasting friendship that was to have an important effect on their futures as statesmen.

WILLIAM BENTON refused a Rhodes Scholarship and instead went into partnership with Chester Bowles in an advertising agency in 1929. The agency became the sixth largest in the world, and the 9-year partnership made both men financially independent at an early

age. This financial independence enabled them to seek out elective and appointive public offices with no concern for the financial rewards that might be in them. When confronted with the opportunity to serve the public, they were thus able to judge the situation on the basis of merit alone.

WILLIAM BENTON was soon to become appointed Assistant Secretary of State in 1945. It was in this capacity that he organized the first peacetime program of international information including Voice of America broadcasts, U.S. Information Offices overseas and student exchanges.

Early in his career of public service, WILLIAM BENTON joined the University of Chicago as vice president, where he helped launch two network radio programs, "The University of Chicago Radio Round Table," a seminar on contemporary political, economic, and social issues, and "The Human Adventure," dealing with university research. WILLIAM BENTON was named assistant to the chancellor at Chicago in 1945, and consequently a university trustee, a post he held to his death. He also held trusteeships at Carleton College, the University of Bridgeport, the University of Connecticut, Hampton Institute, and Brandeis University.

WILLIAM BENTON's life in public service continued in 1949, when Gov. Chester Bowles appointed him to fill a Senate vacancy by the resignation of Senator Raymond E. Baldwin who became chief justice of the State supreme court. A margin of 1,100 votes in a special election in 1950 allowed him to retain his seat until 1953.

Courage marked Senator BENTON's short tenure. His introduction of a Senate resolution denouncing Senator Joseph McCarthy was boldly presented despite the silence of most of his colleagues. Indeed, it took courage to be the first to call for the censure or resignation of Senator McCarthy at the height of the latter's popularity. Senator BENTON was an ardent supporter of the United Nations, NATO, and the administration's foreign aid program.

In 1961, President John F. Kennedy appointed Senator BENTON as the first U.S. Ambassador to UNESCO, a post which he held for 3 years.

Mr. Speaker, we have truly lost a great statesman and educator, but the effects of the work and accomplishments of WILLIAM BENTON will surely outlive us all.

Mr. BRADEMAS. Mr. Speaker, earlier this year, on March 18, 1973, a former U.S. Senator and one of the most distinguished citizens of our country, the Honorable WILLIAM BENTON of Connecticut died.

As one of the many Members of Congress who had the privilege of knowing Senator BENTON, and in particular as one who knew first-hand of Senator BENTON's deep commitment to education, I take this time to pay my respects to this extraordinary figure in modern American life.

I am sure that other colleagues will wish as well to comment on the many contributions which WILLIAM BENTON made as a leader in education, government and industry, among the several fields to which his remarkable energies and talents were most intensively and productively directed.

Mr. Speaker, WILLIAM BENTON won his first fame and his first fortune as an advertising genius, but from the age of 35 he dedicated the remainder of his life to education. Something of the impact he made upon that field, through the publications and productions of *Encyclopaedia Britannica* and the *Britannica Educational Corp.*, and through his own contributions of intellect, energy, and time, and money, and works of art, may be seen in the reactions of the world of education to his death.

Mr. Speaker, I insert extracts from some of those comments at this point in the Record:



FROM EDWARD H. LEVI, PRESIDENT OF THE UNIVERSITY OF CHICAGO, THE FOLLOWING STATEMENT ON THE DEATH MARCH 18 OF WILLIAM B. BENTON, LIFE TRUSTEE AND FORMER VICE PRESIDENT OF THE UNIVERSITY

The world has known WILLIAM BENTON as a man of the most extraordinary ability, whose energy, creativity, and dedication led him into many careers of public service and public leadership, as United States Senator from Connecticut, Assistant Secretary of State, Ambassador on the Board of UNESCO, and publisher of the *Encyclopaedia Britannica*. For the past 37 years The University of Chicago has known WILLIAM BENTON as a most devoted friend and wise counselor. He became Vice-President of the University in 1937; he became a Trustee of the University in 1946.

His active role in the guidance of the University throughout this entire period and to the present was marked by a deep appreciation of the aims of education and a concern for basic values. Under his leadership, the University pioneered in educational radio. "The University of Chicago Round Table" became a national institution. He took the lead at an early time in helping to bridge the gap between the world of scholarship and the world of public affairs. It was from The University of Chicago that he helped to organize the Committee on Economic Development as an effort in this direction. The academic community owes an enormous debt of gratitude to him for his work in the international exchange of scholars and his championship of intellectual freedom. His interest in communications and the requirements of a learning society manifested themselves in numerous joint projects with the University and as publisher of the *Encyclopaedia Britannica*.

WILLIAM BENTON brought to the University a special insight in public affairs, but always with an insistence upon the role of the University in quality education and in discovery. His interest in education led him to significant participation in many learned groups, as, for example, among educators in the Cleveland Conference. In recognition of his extraordinary leadership for the University, the Board of Trustees created in 1968 the William Benton Medal as the University's highest service award, to be given not more than once in any five-year period, and conferred the first such medal upon Senator BENTON.

Those of us who were fortunate enough to know WILLIAM BENTON in The University of Chicago setting will always remember his quickness and openness of mind, his insatiable intellectual curiosity, his incredible activity and successful mastery and assumption of responsibility in many fields which never, however, distracted him from acts of continuing friendship and his devotion to this institution and its ideals.



FROM THE BOARD OF TRUSTEES OF THE INSTITUTE OF INTERNATIONAL
EDUCATION

Resolved, that the Board of Trustees of the Institute of International Education notes with profound sorrow the untimely death of their good friend and colleague, WILLIAM BENTON. His commitment to international education, his loyal and devoted services as a trustee during the past twelve years, his sharp insights and comments and his personal sincerity made him a beloved and valued member of the IIE family. He will be deeply missed by all of us who have had the pleasure and privilege of knowing him.



FROM WALTER PERRY, VICE CHANCELLOR OF THE UNITED KINGDOM'S
OPEN UNIVERSITY

It was with very real regret that I read of his death. I have many happy memories of his infectious enthusiasm about the Open University and

his encouragement as we took our first steps towards the United States. All of us here are indebted to him for the Common Room we now use which is our main social focus, and we are very glad that he managed a visit to England to see it himself.



FROM THE REVEREND THEODORE M. HESBURGH, C.S.C., PRESIDENT,
UNIVERSITY OF NOTRE DAME

All of us who knew BILL were constantly surprised by the vitality of his thought and the wide range of his intellectual and moral concern. I have cherished the many opportunities I had to visit with him during his life and was often inspired by his good works and marvelous writings. America needs people like BILL BENTON and has been immeasurably enriched by his presence among us.



FROM PROF. ARTHUR SCHLESINGER, JR.

I was appalled to read the sad news in this morning's *Times*. BILL was one of the extraordinary men of our day—a man of unique energy, imagination, courage and generosity—and it is impossible to believe that such unquenchable vitality has been stilled. He has left monuments all around, but the gap in the minds of his family and friends will be hard to fill.



FROM JAMES A. ROBINSON, PRESIDENT, MACALESTER COLLEGE

Although I have only been at Macalester College a short time, I have been well aware of the lasting impression Mr. BENTON made on this campus. The William Benton Endowed Scholarship established by him in 1957 has given financial assistance to twenty young men in pursuit of their educational goals. Some have already become successful as educators and attorneys as well as businessmen . . . all of those lives he touched through his remarkable career in the fields of business, education, publishing, communications and government.



FROM JAMES J. HENDERSON, CHAIRMAN OF THE BOARD OF TRUSTEES,
THE HAMPTON INSTITUTE

The Board of Trustees and the Hampton Institute community have learned with deep regret of the death of Senator BENTON . . . His many, many plentiful contributions to the work of our Board and the lasting effects of his outstanding leadership will be long remembered with gratitude and respect.

WILLIAM BENTON

FROM DR. JEROME H. HOLLAND, FORMER PRESIDENT, HAMPTON INSTITUTE AND U.S. AMBASSADOR TO SWEDEN

The passing of WILLIAM BENTON leaves a void in American life. He was a concerned citizen who pioneered in many educational, political and social welfare measures. My personal experiences with him as a trustee of Hampton Institute provided me with an insight into his commitment towards his fellow man. I join his many friends in expressing my sympathy to the members of his family.

Mr. Speaker, WILLIAM BENTON also gave unstintingly of his time and his seemingly endless energy to serve his country, for more than 25 years, in a variety of public positions. His service to UNESCO was conspicuous, from his leadership of the American delegation to its founding conference all the way to his service on the executive board near the end of his life.

Mr. Speaker, I insert extracts from some of the comments on his death by political leaders of this country and the world be inserted at this point in the Record:

FROM SUPREME COURT JUSTICE WILLIAM O. DOUGLAS

I was greatly saddened by BILL's death. He was one of our great Americans and contributors to the quality of our lives. I saw him only occasionally, but was always inspired by him as an example.



FROM ARTHUR J. GOLDBERG, FORMER SUPREME COURT JUSTICE AND FORMER AMBASSADOR TO THE UNITED NATIONS

BILL BENTON was a great public servant and a warm and likeable human being. His service to his country, to his state and to the international community were manifold; not the least of these was his courageous stand against McCarthyism when others, both in private and public life, were unwilling to stand up and be counted.

Despite a busy and successful business career, he was a conscientious U.S. Ambassador to UNESCO and in this capacity served with distinction and fidelity. He was, as I have said, a successful businessman, but in all of his business activities, BILL BENTON had a sense of the overriding public interest. Senator BENTON had a unique capacity also for personal friendships. He enjoyed people and they, in turn, responded by enjoying and profiting from association with him.

BILL BENTON is one of those rare persons who will be truly missed by all who knew him.

FROM RENÉ MAHEU, DIRECTOR-GENERAL OF UNESCO

The name of WILLIAM BENTON has been associated with UNESCO—the United Nations Educational, Scientific and Cultural Organization, from the earliest days of the Organization.

As a leading member of the United States delegation to the UNESCO Founding Conference in London in November, 1945, BENTON played a vital role in shaping the structure and policy of the fledgling Organization as it emerged from that Conference. He was then Assistant Secretary of State for Information and it is largely due to his influence that one of the main tasks laid upon UNESCO from the outset was to further the international development and application of the information media with a view to promoting the free exchange of ideas and knowledge among the peoples of the world. As a consequence communication was to be one of the Organization's major fields of competence.

From that time on BENTON remained one of UNESCO's staunchest supporters in the United States. He served as a member of the UNESCO Executive Board from 1963 to 1968, a position in which his broad knowledge and international experience were of great value. He took a particularly active interest in promoting education and communication in the cause of international understanding and his contribution in this respect was an outstanding one.

WILLIAM BENTON will always be remembered as an indefatigable worker and a frank and outspoken man who was never afraid to share his views with others. He fought hard to further the aims and ideals of UNESCO and, in doing so, served well both his country and the Organization.

I myself had many opportunities of getting to know him throughout these years and was deeply affected by the news of his death. He had my esteem and respect at all times, whether we found ourselves on opposing sides, as sometimes happened through the force of circumstances, or united in that faith in democracy and devotion to the cause of intellectual freedom that we shared. More than all else, I valued him for the untiring energy, the warmth of human sympathy, the insatiable curiosity and the open-minded approach to any sort of innovation which I admired so much and which will remain, for all those who had to do with him, an unforgettable instance of man's enterprising spirit, as exemplified in the most gifted individuals.



FROM THE HONORABLE JOHN E. FOBES, DEPUTY DIRECTOR-GENERAL
OF UNESCO

We at UNESCO have learned with great distress of the death of WILLIAM BENTON . . . He was an important part in the founding of UNESCO and later as an active member of its Executive Board, and he will long be remembered by all who knew him here.

WILLIAM BENTON

Personally, Mrs. Fobes and I need to express our feelings of admiration and esteem for the man, WILLIAM BENTON, a longtime friend and adviser. No task was too great, if the cause was right. He traveled throughout the world leaving his imprint, his challenge to "get on with it" and his encouraging ideas. We humans miss someone like Senator BENTON. Many tributes will be given him now, as they were so justly during his full lifetime. We must profit from his example.

Mr. Speaker, here are other tributes to WILLIAM BENTON from a variety of leaders of business, industry, labor, and journalism:

FROM EMILIO G. COLLADO, EXECUTIVE VICE PRESIDENT, EXXON CORP.

One facet of BILL BENTON's great career was his sponsorship of and participation in the work of the Committee for Economic Development. Those who worked with him in the creation and work of CED over the years held him in great respect and admiration for his foresight, courage, drive, and continuing optimism. We shall miss him very much.



FROM ALFRED C. NEAL, PRESIDENT, THE COMMITTEE FOR
ECONOMIC DEVELOPMENT

BILL was a founder and great leader of the Committee for Economic Development. Through the time and breadth of CED's activities, in which he was always interested, he insisted upon full commitment and high purpose however difficult the course. His inspiration, thought, and guidance will long remain with us, and his ideas will be carried on by his colleagues in our work.



FROM JACOB POTOFKY, OF AMALGAMATED CLOTHING WORKERS

He was a great American and Senator from the State of Connecticut as well as a member of Cabinet in the Truman administration. His passing is a great loss to our country.



FROM DAVID J. STEINBERG, EXECUTIVE DIRECTOR, COMMITTEE FOR A
NATIONAL TRADE POLICY

We have learned with great sorrow of Senator BENTON's passing. The nation has lost an extraordinary figure with an outstanding record in business, education, government service and a wide range of cultural pursuits. Our Committee and the campaign for a freer world economy have also suffered a great loss.

BILL BENTON was for many years one of the most active members of our Board—one of those most concerned with the national issues and with the unique role of our Committee. He helped us in many ways, including constructive suggestions and financial support. I look back pridefully to our leadership involvement (almost alone among the active members of the liberal-trade community) in certain trade policy issues in which he was particularly interested—issues which might seem marginal to the overall objective, but which we regarded as deserving our interest. I refer to our vigorous support of the Beirut and Florence agreements and our urging repeal of the manufacturing clause of the copyright convention. These were issues on which Senator BENTON spoke out forcefully as a business executive, a former Assistant Secretary of State and a former Ambassador to UNESCO.

At the last CNTP board meeting he attended (our most recent meeting on January 12, 1973), he stressed something that all of us at CNTP should not forget—the importance of CNTP “maintaining its character” (his words) as an avant-garde leader of the liberal-trade cause. He made this point (as I recall) in support of our efforts to raise the sights of government and the nation as a whole to the goal to be sought, and our cautioning against protectionist compromises in the interest of political expediency or what some might call political realism.

Now in its 20th year, our Committee has built an impressive record as a highly principled but equally pragmatic champion of an international economic policy calculated to advance the only standard with which our Committee is concerned—the overall national interest. BILL BENTON’s contribution to this endeavor was considerable and will always be warmly remembered.



FROM MRS. FRANK LLOYD WRIGHT

Senator BENTON used the years of his life in service to his country and to the world, promoting education, contributing to education by way of his relentless effort, his work, his financial support. He firmly believed that only through education can the world achieve peace.

My husband and I knew him for twenty-five years. His friendships lasted a lifetime. He was personally kind to people, especially young ones.

He had an exquisite sense of humor, with perfect timing. We were showing in our theater at Taliesin West a fine film photographed in Alcatraz prison. During a gripping, bloody scene of a riot, he saw our daughter, Iovanna, sitting tight and rigid, completely identified with the prisoners’ hopeless rebellion. He leaned over to her and said in a loud voice, “I think I will send them a set of Encyclopaedia Britannica.” From a peak of tension she burst into a spasm of laughter, and so did everyone who heard him.

The only person in his life to whom he listened and took advice from was his wife, Helen, his intelligent life’s companion, to whom he was devoted and who worked side by side with him in all his undertakings.

We here at Taliesin have deepest respect and affection for this man who forcefully fought for what he believed in.



FROM DAVID ROCKEFELLER, CHAIRMAN, THE CHASE MANHATTAN BANK

When I first shook BILL BENTON's hand, he had already accomplished three or four times more than most men do in the span of a lifetime. It was in the early 1950's then, and I can only say that, in the years since, it was my privilege to watch him proceed to achieve three or four more lifetimes of work. He had a tremendous capacity for accomplishment.

His untiring commitments to public service led BILL to the corridors of government, as well as into higher education, philanthropy, cultural activities, foreign affairs and countless other concerns.

He and I shared the University of Chicago as a well-loved alma mater, so we met frequently at University gatherings, and shared our mutual interests at meetings of the Council on Foreign Relations and elsewhere. I had many opportunities to explore his enlightened thinking, and I took all of them eagerly. The truth is that wherever BILL happened to be, he generated a creativity the force of which will continue to be felt and remembered for many years to come.



FROM EDWARD M. KORBY, PRESIDENT, ASSOCIATION OF AMERICAN PUBLISHERS

His manifold contributions to the intellectual, governmental, business, and aesthetic life of our nation will be long remembered. His imagination and courage will be examples for other public servants to emulate. He was a courageous and public-spirited leader and our valued colleague. We are all immeasurably impoverished and saddened by his passing.



FROM BARRY BINGHAM, SR., CHAIRMAN OF THE BOARD, THE COURIER-JOURNAL AND THE LOUISVILLE TIMES

I had known him for many years, and had always felt the warmth and generosity of his friendship. We worked together on the Adlai Stevenson campaigns and in other causes. Last summer I had the pleasure of sitting next to him at an Aspen seminar. He was as usual lively, articulate, and deeply engaged. What a fine human being!



FROM FAIRFAX M. CONE, COFOUNDER OF FOOTE, CONE & BELDING ADVERTISING AGENCY

Senator BENTON was one of the important Americans of his time. He had a half-dozen careers, in all of which he was successful; in advertising, in educa-

tion, publishing, and international affairs. Senator BENTON was one of the pioneers in the use of research in advertising, and his agency, formed with Chester Bowles, was one of the most successful in the field. Not to be forgotten is Senator BENTON's attack on Senator (Joseph) McCarthy, which led to McCarthy's censure by the Senate. Senator BENTON has been over a period of years one of the principal and most faithful donors to the University of Chicago.



FROM NORMAN COUSINS, OF WORLD MAGAZINE

The significance of WILLIAM BENTON's life will be assessed differently by different people; he made his impression in so many different ways and in so many fields that it is difficult for any one person to provide full appraisal. Yet I would venture the guess that BILL BENTON's main contribution to his times was in elevating the level of public thought and action about the possibilities for improved education, improved communication, improved government—all of which comprised the intellectual trinity of his life. His involvement with education led to greater public participation. His involvement in government—whether in Congress or the State Department or UNESCO—led to wider public understanding of the need for, and opportunities of, responsible public service. His involvement in communications led to a significant increase in the level of public knowledge of the information process in America.

To say that BILL possessed a searching intelligence is like saying that Margot Fonteyn can dance or that Rubinstein can play the piano. But what is less obvious is that BILL was never afraid to test himself or go back for a second look. He did his homework as did few other men I know. He was strong in his views but I always admired the way he liked being challenged. He was second in his enthusiasm and energy to no one in his organization. He worked harder than any of the men who worked for him. More than any man I know, he took pains to find out both what he had to know and what was worth knowing.



FROM THOMAS B. CURTIS, FORMER CHAIRMAN, CORPORATION FOR PUBLIC BROADCASTING

With the passing of Sen. BENTON, public broadcasting has lost one of its truly great friends. . . . He was a great believer in freedom of information for the citizens of his state and his nation.

In addition to his vision and his concept of public service, the Senator's many interests and accomplishments in education, in communications in all senses, and his representation of the public interest in broadcasting, were of enormous significance.

WILLIAM BENTON

FROM HARTFORD N. GUNN, JR., PRESIDENT, PUBLIC BROADCASTING SERVICE

One of the truly great men of our country. His contribution to communications, advertising, and education would stand at the top of everyone's list.

A thoughtful and energetic pioneer, he always took the time to study, to understand and to explain. His passing greatly saddens all of us.



FROM ANDREW HEISKELL, CHAIRMAN OF TIME, INC.

It was my rare privilege to have been associated with him on many occasions over the years. I came away from these associations with an enduring respect for his abilities and effectiveness in serving both the national government and local community efforts. He was an extraordinarily devoted citizen and business leader.



FROM ROBERT W. SARNOFF, OF RCA

BILL's sudden passing shocked and saddened me. He was a man who gave hope to millions in our nation and around the world and who achieved many triumphs in his brilliant and creative life.



FROM ERIC SEVAREID, OF CBS NEWS

I am so sorry that BILL is gone and so relieved that he died peacefully. . . . He did as much good for this sorry world with his time and brain resources as anybody I can think of.



FROM DEWITT WALLACE, OF THE READER'S DIGEST

"It is an honor to join BILL BENTON's legion of admirers in tribute to his rare excellences as a warm friend and fellow-publisher. A stimulating companion, ardent idealist and brilliant spirit, his memory will remain firmly positioned in a front rank among the leaders of men I've been privileged to know."

Mr. Speaker, I should like to also make reference to Senator BENTON's venture into the important field of audiovisual education. Demonstrating the vision that characterized his entire life, WILLIAM BENTON grasped the ability of audiovisual techniques to educate efficiently and advocated the use of audiovisual materials for the Nation's schools and other educational programs.

He launched the Encyclopedia Educational Corp. as a subsidiary of his publishing firm to produce educational motion pictures and filmstrips. He also sponsored a practical application of educational audiovisual programs in Project Discovery, an experimental effort to introduce these techniques into several school systems, including that of Washington, D.C. His foresight in this area has contributed to the wide support for instructional technology in our schools.

Mr. ALBERT. Mr. Speaker, it was with great personal sadness that I noted the death of WILLIAM BENTON. BILL BENTON served with me on the 1964 Democratic Platform Committee. In that year when the Democratic Party faced divisive issues of war and peace, of civil rights, and civil disturbance, BILL BENTON's ability to compromise and negotiate, his tireless labor and effective advocacy, were vital elements contributing to the clear statements of the planks in the 1964 Democratic party platform. He contributed integrity, compassion, a sense of responsibility, and leadership on these issues affecting the vitality of this Nation. He was the voice of reason and moderation.

Senator BENTON was one of those rare men who made his mark and his fortune very young, with a unique and innovative career in advertising. He retired early and felt he had still more to contribute. He then began a distinguished second career at the University of Chicago. He left the academic world to devote his time to public life. Through service in the State Department and the United Nations, he made outstanding contributions to national policy and international relations. He ran successfully and served with distinction as the U.S. Senator from Connecticut. He was an able legislator, standing firmly for those principles in which he had a deep conviction. He made a remarkable contribution as chairman of the board of the Encyclopaedia Britannica. BILL BENTON has a long list of impressive accomplishments; he was a businessman, academician, diplomat, publisher, legislator, and politician—truly a man for all seasons.

Mr. REUSS. Mr. Speaker, it is with a feeling of deep regret that I note the passing of former Senator WILLIAM BENTON of Connecticut this past March 18.

BILL BENTON was a man of fantastic energy and talent. After a brilliant undergraduate career at Yale, he turned down a Rhodes

scholarship to enter the advertising business. His was always the creative and unconventional approach that turned everything to gold. He was a self-made millionaire at age 30 and retired from his advertising firm at 35—a multimillionaire despite the Great Depression. He then proceeded to become an eminent art collector, an Assistant Secretary of State, and our Ambassador to UNESCO. He rescued Encyclopaedia Britannica from near-bankruptcy and became vice president and a major benefactor of the University of Chicago.

During the course of his business career, he pioneered the use of market research and introduced the use of motion pictures for classroom instruction. To his later regret, he also invented the singing radio commercial. In the State Department, he organized our first international cultural exchange.

But BILL BENTON will be longest remembered for the iron sense of values and the courageous statesmanship he displayed during his 3 years in the U.S. Senate, 1949–52.

He was one of the first to speak up against the paranoid anticommunism of the early 1950's. Partly as a result of this, he was not reelected in 1952, although his views have stood the test of time better than have the views of those with whom he disagreed.

It is easy to say that BENTON, as a wealthy man with a number of successful careers, was less concerned than most of us about the political consequences of a stand of conscience. I am convinced this was not the case. BILL BENTON loved public service far more than mere money-making; he badly wanted to remain in the Senate. He tried several times to regain his seat, and was deeply disappointed that he was unsuccessful. He did not throw the seat away lightly; on the contrary, he risked it because he was convinced the national interest required him to do so.

I extend my sincere sympathy to his wife, Helen, and to their four children and eight grandchildren. I share their sorrow that we have lost him.

Mr. RHODES. Mr. Speaker, I am pleased to join my colleagues in this tribute today to the late Senator WILLIAM BENTON. In his later years, Senator BENTON lived in Arizona, and was a distinguished and productive citizen of the State. While I did not know him during the time he served in the Senate, my acquaintance and association

with him in Arizona developed into friendship and deep admiration. His presence is sorely missed.

Mrs. Rhodes joins me in heartfelt sympathy to his family in their bereavement.

Mr. BINGHAM. Mr. Speaker, I am glad to join in paying tribute this afternoon to a great American, the Honorable WILLIAM BENTON.

I had the pleasure of knowing BILL BENTON over a period of many years and was invariably impressed with his dedication to good causes and his enthusiasm for whatever useful undertaking he was engaged in at the moment.

BILL BENTON served with distinction in the other body, and there were times when, in speaking out for what was just and right and truly American, his was a lonely voice.

Later Senator BENTON devoted a great deal of time and energy to the important work of the United Nations Educational, Scientific, and Cultural Organization.

Unfailingly over the years BILL BENTON responded generously to appeals for help from worthy organizations as well as from political candidates who shared his philosophy of progressive government.

America and the world are the better for BILL BENTON having lived. We shall miss him greatly.

Mr. PEPPER. Mr. Speaker, pursuant to leave obtained by the gentleman from Indiana, the Honorable John Brademas, as a part of the special order in honor of the Honorable WILLIAM BENTON, former U.S. Senator from Connecticut, I submit the following tribute to my great friend and America's great Senator and citizen, Senator BENTON:

TRIBUTE TO SENATOR BENTON

On March 18 one of the great men of America passed away, WILLIAM BENTON, at age 73. WILLIAM, or BILL, BENTON, as he was called by his friends, was one of those rare human beings blessed with versatile genius which led him to leadership in at least five meaningful fields of life. He achieved outstanding success in business even while he was yet a young man and with enviable ease he continued to add to his fortune as the years went by. He told me one time he wished it were as easy for him to succeed in politics as it was for him to make money. But the businesses he built or bettered also made an increasingly valuable contribution to his country. Yet he was known to be

indifferent in a way to money and always seemed to many of his friends to be playing the game of business for the thrill of it rather than to gratify a burning desire for money which actuates so many men. He was one of the earliest to conceive of modern advertising methods and to master modern advertising techniques, both no doubt attributable to his rare insight into the thinking and the feeling of people. He achieved distinction as vice president of the University of Chicago to which he rendered an immeasurable contribution at the invitation of his old college friend and classmate, Robert M. Hutchins. He was always at heart an educator and his genius in salesmanship enabled him to sell education and indeed a great university.

I first came to know BILL BENTON as Assistant Secretary of State for Public Affairs in 1945 when I was a member of the Foreign Relations Committee of the U.S. Senate. Our acquaintance and cooperation at that time deepened into what became for me and will ever remain one of my most cherished friendships. As Assistant Secretary he organized the Voice of America broadcast and was active in the establishment of the United Nations Educational, Scientific, and Cultural Organization. Under the Johnson administration he became a U.S. member of the UNESCO with the rank of Ambassador. His imprint will ever last upon our State Department, upon the United Nations, and especially upon UNESCO which meant so much to him.

I served a part of 1949 and through 1950 with BILL BENTON in the Senate. In this body, as in every area into which his restless energy moved him, he immediately distinguished himself. His keen intelligence, his indefatigable labor, his deep dedication to the public interest, and his burning concern for what was wholesome and decent and would be meaningful to the needy of our country brought him into a most active role as a Senator. He fought against discrimination of any kind that strangled the legitimate aspirations of people. He fought for measures that would make America better and stronger. He was in the Adlai Stevenson public image and character. He exhibited in the Senate the courage that was one of his great attributes—the kind of moral courage that induced him as the first Senator to denounce and to propose censure for Senator Joseph McCarthy, who at that time was at the height of his evil power. Senator BENTON's defeat in 1952 was largely due to the enmity of Senator McCarthy. Yet, Senator BENTON's resolution ultimately led to Senator McCarthy's censure in 1954.

Senator BENTON achieved eminence and wealth also as a publisher of "Encyclopaedia Britannica" and of the 54-volume "Great Books of the Western World," of the 10-volume set called "Gateway to the Great Books," and many other works. As a publisher he was again the dynamic educator and salesman—bringing profound knowledge within the reach of the masses of the people and persuading them to take it.

A few words cannot describe this versatile man. His genius was reflected in his numerous activities in which he so easily excelled. He was indefatigable in labor, unswerving in the pursuit of high principle and deep conviction,

brave in attacking without a thought of self or consequence what his conscience told him was wrong or foul or corrupt. The good deeds he did, the help he bestowed upon innumerable individuals, the support he gave to countless causes, the encouragement he gave to those struggling to achieve worthy ends will never be known because in a high sense, as was said of the Master BILL BENTON "went about doing good."

He loved the Democratic Party and immeasurably served it. He loved art and was its generous patron and wise connoisseur. He loved education and he taught in educational institutions, through books, writing, and the media. He built great edifices of business. He created and developed institutions meaningful to America and to the world. This kindly, gentle, modest man was blessed with some sort of magic that enabled him to rise from his humble beginning to walk with and among the great doers and builders and thinkers and feelers of the world. BILL BENTON made this country better by having labored in it a long lifetime and by the love that he gave it. Every man who had his friendship was fortunate because the friendship of BILL BENTON was something to treasure and to cherish. As his friend said of Hamlet when he passed away, we say to BILL:

"Goodnight sweet prince and may flights of angels sing thee to thy rest."

Mrs. GRASSO. Mr. Speaker, former Senator WILLIAM BENTON served the United States and Connecticut well. People everywhere—from his close friends to the man in the street whose interests he never forgot—were touched by his work.

In an editorial on March 20, 1973, the Bridgeport Post stated that—

The prolific talent and sincere interests of WILLIAM BENTON knew no bounds. To say that he was a man of many successful careers is to state the truth.

At various times he was a Senator, university vice president, advertising executive, and the head of a publishing empire. He was an ambassador and philanthropist, art collector, traveler and lecturer, as noted in the Hartford Courant on March 21:

Mr. BENTON crammed five diverse careers into his almost 73 years whetted by an insatiable thirst for activity abetted by seemingly unlimited energy.

In all these occupations he committed himself totally, earning respect and admiration in everything he did.

Senator BENTON was truly a statesman. He is well known for his courage and foresight, and will forever be remembered for his courageous stand in a time of silence and fear. When few dared to

speak out against the tactics of McCarthyism, BILL BENTON, who passionately believed in the American ideals of freedom of speech and association, had the courage to act on those beliefs. Connecticut poet and former Governor Wilbert Snow states:

I admired him especially as a Senator. The way he stood up to Joe McCarthy delighted me more than I can express. . . .

The same kind of admiration for BILL BENTON is reflected in some of the comments which distinguished citizens in Connecticut made at the time of his death. I am inserting in the Record at this point some excerpts from a few of these statements:

The Connecticut poet and former Governor Wilbert Snow wrote to Mrs. Benton: ". . . This devastating news . . . In the 1940's when we were both active in Connecticut politics I had many fine long talks with him about life in general and politics in particular which I remember and cherish.

"I admired him especially as a Senator. The way he stood up against Joe McCarthy delighted me more than I can express for I felt that McCarthy was a sinister influence poisoning the very heart of American life. I have a letter from President Truman about him which I am including in my autobiography which is coming out this fall.

"Every room in our old colonial house here in Middletown is full of books, and many of the choices of these books were gifts from your husband. He encouraged me in my work as a poet and made it possible for me to go and give readings to institutions that could not afford to bring visiting firemen to their campuses."

From the Board of Trustees of the University of Connecticut: "Only a man of unusual energy, ability, and dedication could accomplish in one lifetime the unbelievable combination of achievements which WILLIAM BENTON took in stride. Advertiser, author, publisher, educator, philanthropist, ambassador, senator, industrialist, genius at corporation organization and management, moving picture and radio executive—his achievements in any one of these fields alone would have merited acclaim, and the newspapers of the nation and of the world required columns of small type to list his accomplishments and the honors which had been his.

"This is not the place to speak of his national and international prominence—of the great personal courage with which he challenged a popular demagogue at the risk of his personal political fortunes—of the uncanny skill with which he re-vitalized ailing business ventures—of his dedication to human welfare and international amity which made him a pioneering spirit in diverse adventures at home and abroad. We have watched his far-flung activities with amazement and admiration.

"The Trustees of the University of Connecticut, however, naturally remember his abiding and deep-seated interest in education, evidenced by his dis-

tinguished service as the first U.S. Ambassador to UNESCO, by his long service as a senior administrator of one of the most prestigious universities in our country, by his service as a member of the governing boards of five institutions of higher learning other than our own, or by the honorary degrees with which five colleges and universities endeavored in some measure to show their admiration for him.

"Especially we remember the warm personal associations which we enjoyed with him during his fifteen years of faithful and dedicated service as a member of the Board of Trustees of this University. He repeatedly made clear that his membership on our Board held a high place in his esteem among his manifold interests and responsibilities. He early instituted here a series of lectures on matters of international importance in honor of his former colleague in the United States Senate, Brien McMahon, and more recently he has evidenced his continuing interest and generosity in gifts to the University's Museum of Art which appropriately bears his name. In view of his long and superior service to our University be it

Resolved, That the Board of Trustees of The University of Connecticut notes with sorrow the recent death of WILLIAM BENTON; and be it further

Resolved, That we acknowledge with thanks the long-continued contributions which he has made to our University and the deep sense of personal loss which we experience in his passing; and be it further

Resolved, That a copy of these resolutions be spread on the permanent Minutes of the Board of Trustees, and a copy sent to Mrs. Benton and her family."

From James Elliott, director of the Wadsworth Atheneum: ". . . I write on behalf of the Museum, its staff and its Trustees . . . We were so saddened to learn of Senator BENTON's death.

"Senator BENTON's dynamic personality and infectious good will made his visits very special for the Museum family. Everyone seemed to be more lively and optimistic after talking with him."

From the Noah Webster Foundation and Historical Society of West Hartford: ". . . The Senator was an honorary trustee of our Foundation and we were honored to have him as a member of our group. He always seemed to have a great interest in what we were doing and he did contribute to our activities when he was here in Hartford.

"We shall miss him as a trustee . . . He was a great and rare individual and did much for his country and fellow man."

From Harry S. Gaucher, Jr., President of the Connecticut Bar Association: ". . . The Connecticut Bar Association, in 1971, was honored to have Senator BENTON accept its Distinguished Public Service Award. Those of us who attended the program at which that award was presented will long remember Senator BENTON's gracious and eloquent acceptance remarks . . . Sorrow in the passing of Senator BENTON is shared by members of the Bench and Bar, as well as by the Connecticut and world communities at large."

WILLIAM BENTON

From the Board of the Corporation for Public Broadcasting, taking note not only of his public spirit but of his unflagging concern with his state: ". . . It was his vision, in 1967, that resulted in the initiation of coverage of the activities of the Connecticut General Assembly by the Connecticut Public Television Network. Sen. BENTON's concept of this service, and his support of it among his many friends in the Legislature, enabled Connecticut public television to pioneer in providing this window onto legislative bodies.

"In 1969, Sen. BENTON, through the William Benton Foundation, began the annual grant to Connecticut public television to underwrite this high calibre of coverage of state government. He was a great believer in freedom of information for the citizens of his state and this nation.

"In addition, the Senator's many interests and accomplishments in education, in communications in all senses, and his representation of the public interest in broadcasting were of enormous significance."



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